

小布拉格

Small Prague[®]

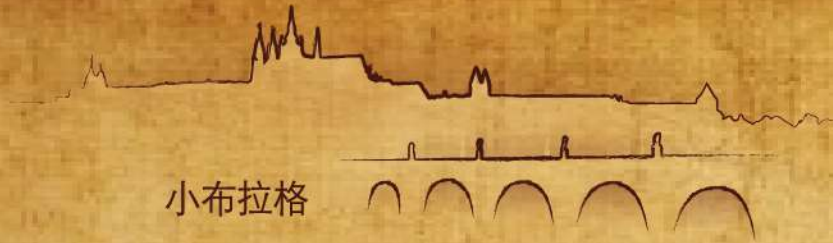
Authentic Czech Brewery & Restaurant

正宗捷克啤酒餐廳



Business Presentation

商業提案



“Experience a piece of Prague in the heart of Asia”

| | |
|-------------------------------|----|
| Content | 2 |
| About Us | 3 |
| Our Vision | 4 |
| Unique Beer Technology..... | 6 |
| Experiential Gastronomy | 8 |
| Visualization | 10 |

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About Us

Our Team is made of people who have many experience in their field of expertise.
It consists of restaurant owner, chef, brewer, beer technician as well as
other support staff (IT, Graphic designer, local manager, etc.)



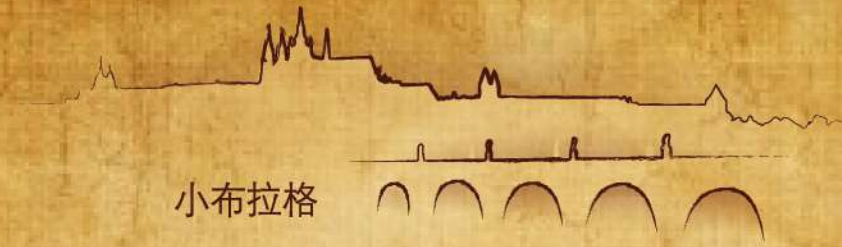
Team Leader Vladislav Stefanec co-founded Slovak-Taiwanese Chamber of Commerce in 2011. Since then has been working on many projects in Asia and was doing matchmaking between Central Europe and Eastern Asia. He lived 2 years in Taiwan where he studied Chinese language and did business. Also got experiences from some regions in China, mostly Shanghai region. He is responsible for BA and managing the project.



Another team member Ondra Plsek created and is currently running one of the most successful restaurants in the centre of the Prague. Success of James Dean is based on giving people full scale experience of American Diner from 50's using the concept of experiential gastronomy where customers can not only enjoy authentic food but also the unique environment. He is responsible for the restaurant part.



* these 4 pictures are from James Dean , Prague



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Our Vision

The goal of the Small Prague project is to bring a piece of Prague into the heart of Asia. Our concept is based on three pillars:

1. Micro-brewery (producing own beer)
2. Central European cuisine (mostly Czech)
3. Experiential gastronomy (authentic environment)

It already exists in Europe and United States but is not yet developed in Asia. Restaurants using this concept are combining many features such as sound, smell, taste and visual effects to make customer feel he is part of their story. It will make him enjoy his meal in an unforgettable way with a good quality service. We believe that restaurant should offer more than just serving a food. We would like to offer an experience and make people feel like they were having their meal in the centre of the Prague.

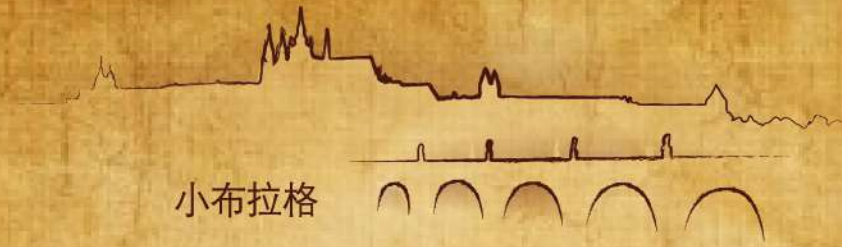


We will work through every detail to adjust environment, decoration, music, costumes, behaviour of our staff, dishes and drinks and many other features to create a unique experience worth to remember! In a Small Prague you can walk through the famous Charles Bridge, have a drink at a Main square of Prague or watch the well known clock tower of Orloj. You can enjoy traditional pork knuckle in the small streets of Prague's castle or taste our home made draft lager beer at the river bank of Vltava.

Small Prague is a brewery and restaurant at the same time. We gonna serve all the Prague's famous traditional dishes along with other specialities from Central Europe such as roasted duck, garlic soup in bread, goulash soup or beer specialities well known for Europeans.



Reference pictures were used



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Our Vision

The high standard service is a top priority for us. Local staff dressed in traditional costumes will be always there to meet your needs. What is really unique in our restaurant is our own technology of producing beer. This Technology allows us to adjust the taste of the beer according your demands so we can be more flexible to meet customer's needs. The undoubtful advantage of our technology will be that our customers can taste many kinds of beers with the possibility to change the flavours of our beers on daily bases. We will make the beer you want. Customers can choose.



Our target group is a middle and upper-middle class of Asian's largest cities as well as tourists coming to the area to enjoy their free time with friends and families. We value our customer more than anything and would like him to become part of our small Pragues community. In the future we would like to expand and create a chain of restaurants being part of city centre of every major city in east Asia region.

Small Prague is designed to give our customer a memorable experience of great food, environment and service. Many Asian tourists keep traveling half a world away to enjoy at least one day in one of the world's most visited cities. Now Prague is coming to your doorstep to offer you a unique experience of its famous cuisine, beer and environment. Our experienced Czech and Slovak team consisting of chef, beer maker, brewer, restaurant owner, architect, designers and many others is ready to offer you a piece of Prague in the heart of Asia.

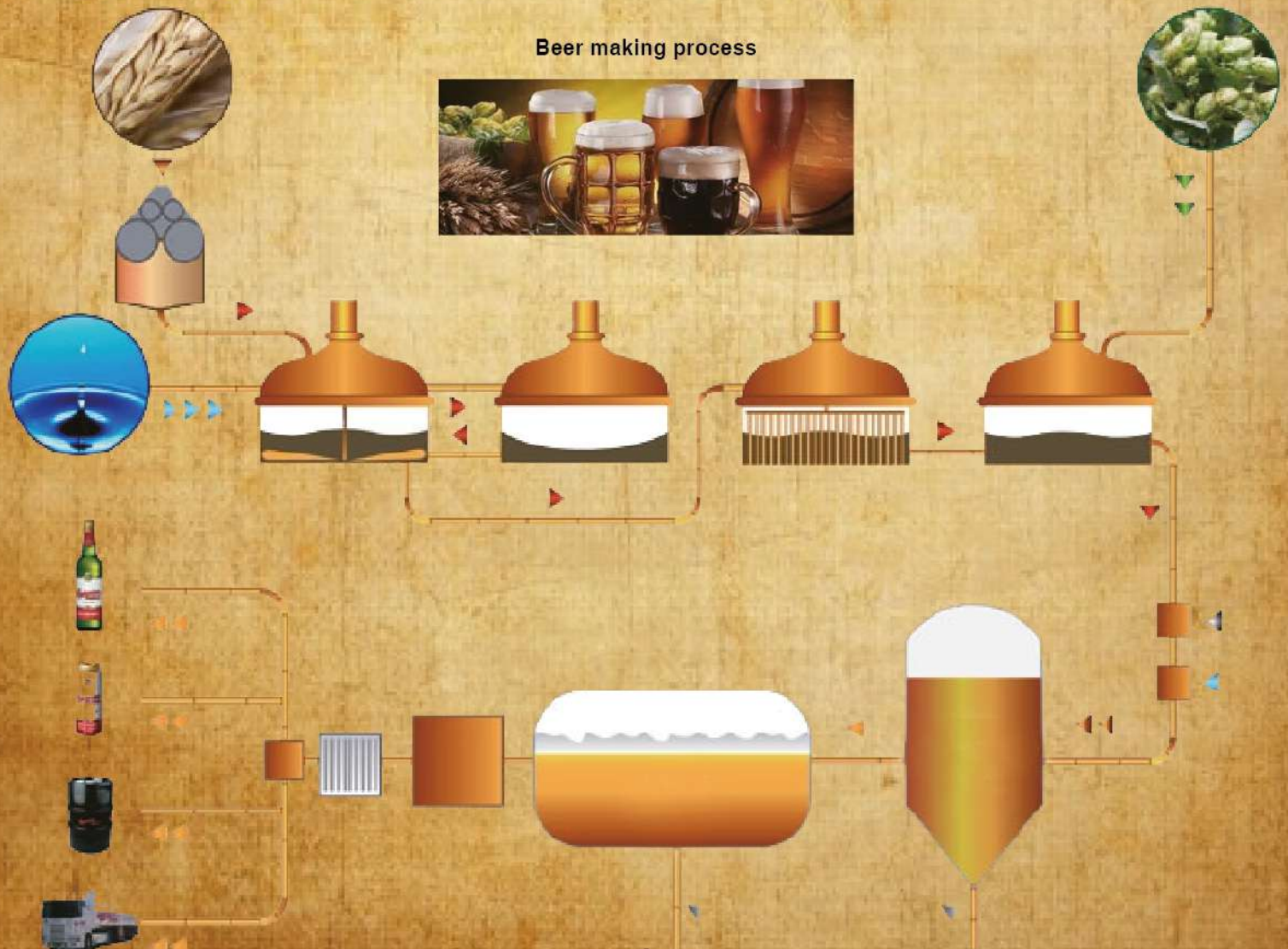


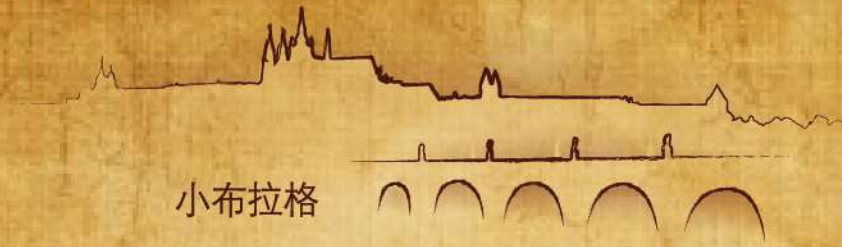
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Unique Beer Technology

Small Prague will not only be restaurant but also a brewery with its own unique technology. This Technology of producing beer is a category of Micro-Brewery which means that all the beer made by this technology will be stored in the premises of the restaurant. This fresh beer will be stored in a big barrels and then drafted to the customers. Advantage of this beer is that is unfiltered and have more smooth taste.

Our Restaurant will have its own experienced Czech Brewer who can change the taste of the beer on daily basis. Our regular customers can influence what kind of beer they want. The quality of the beer is dependent on the quality of the water, malt and barley. Most of the ingredients including barley and malt will be imported from Europe. We realize that the quality of the water is an issue in some city areas. That is why our machines will have technology to filter and clean the water.





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Unique Beer Technology

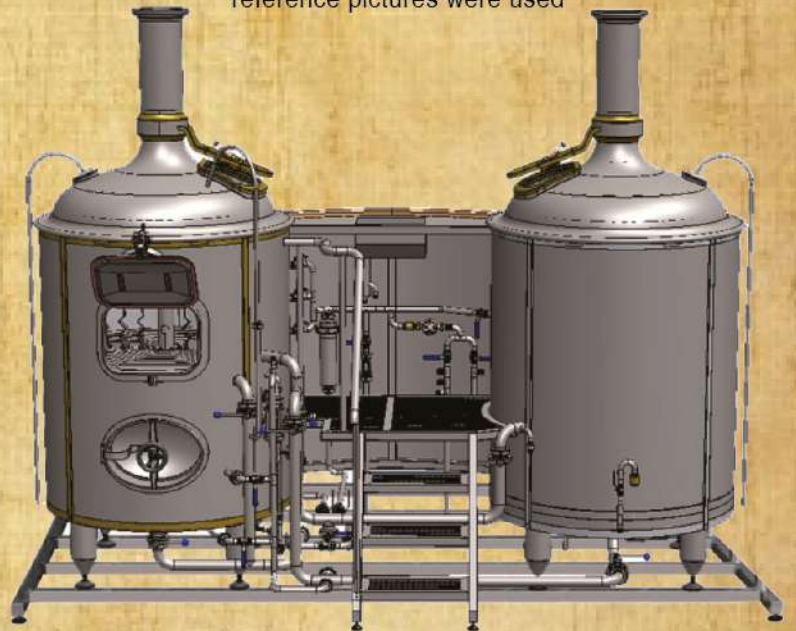


Our customers can see how their beer is made and stored. Each day they can choose among variety of different beers. Including Lagers, Dark Beers, flavoured beers and ales. Specific beer for Czechs is so called cut beer which is half dark and half light.

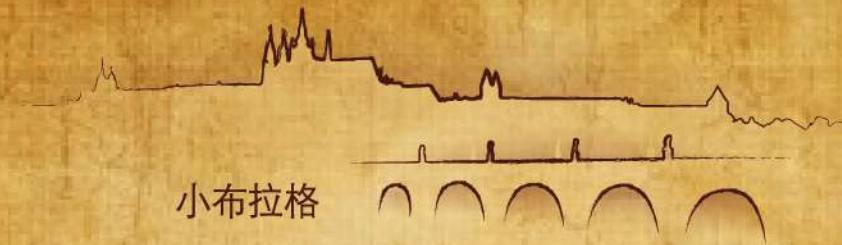
Member of our team has his own technology of producing beer and thanks to his know-how he helped to build many Micro-breweries in Czech Republic and in Slovakia. The whole technology will be measured and special designed for our restaurant to fit the specifics of every location.

The beer technician and brewer will work together on daily bases to customize the beer to our customers needs and wishes. Small Pragues draft beers will be served in a traditional Czech way which will create an unforgettable experience!

reference pictures were used



Beer system as a part of interior design in Czech pubs , reference pictures were used



Experiential Gastronomy

The concept of Small Prague project is based on experiential gastronomy. We are not only offering the best picks from Pragues most traditional meals but also the whole environment of Prague. From the first moment our customer enters our restaurant we would like him to feel he stepped in the Pragues main Square. Restaurant will have all typical features of the city. You can walk throught the Charles bridge and take picture with the castle in the back. Part of restaurants will look like castle street of houses with every house having different seatings. Every time our customer comes back to our restaurant he can explore something new about Small Prague.

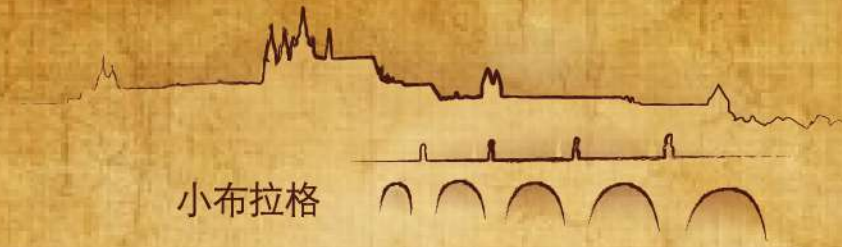


iconic pictures of Prague, these features will be part of Small Prague Brewery and Restaurant

Authenticity is the key. czech Chef will prepare the dishes and local staff dressed in traditional czech costumes will give customers unique experience. We would like to hire around 50 locals for one restaurant and mix them with 10 czechs and slovaks to enhance the feeling of authenticity. Waiters and Waitresses would be well prepared to provide top service in a Czech way. Cooperating with czech chef we prepared many traditional dishes served in a special way. Let us introduce some some of them.



Way of serving dishes in Small Prague will be inspired by Czech traditions



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Experiential Gastronomy

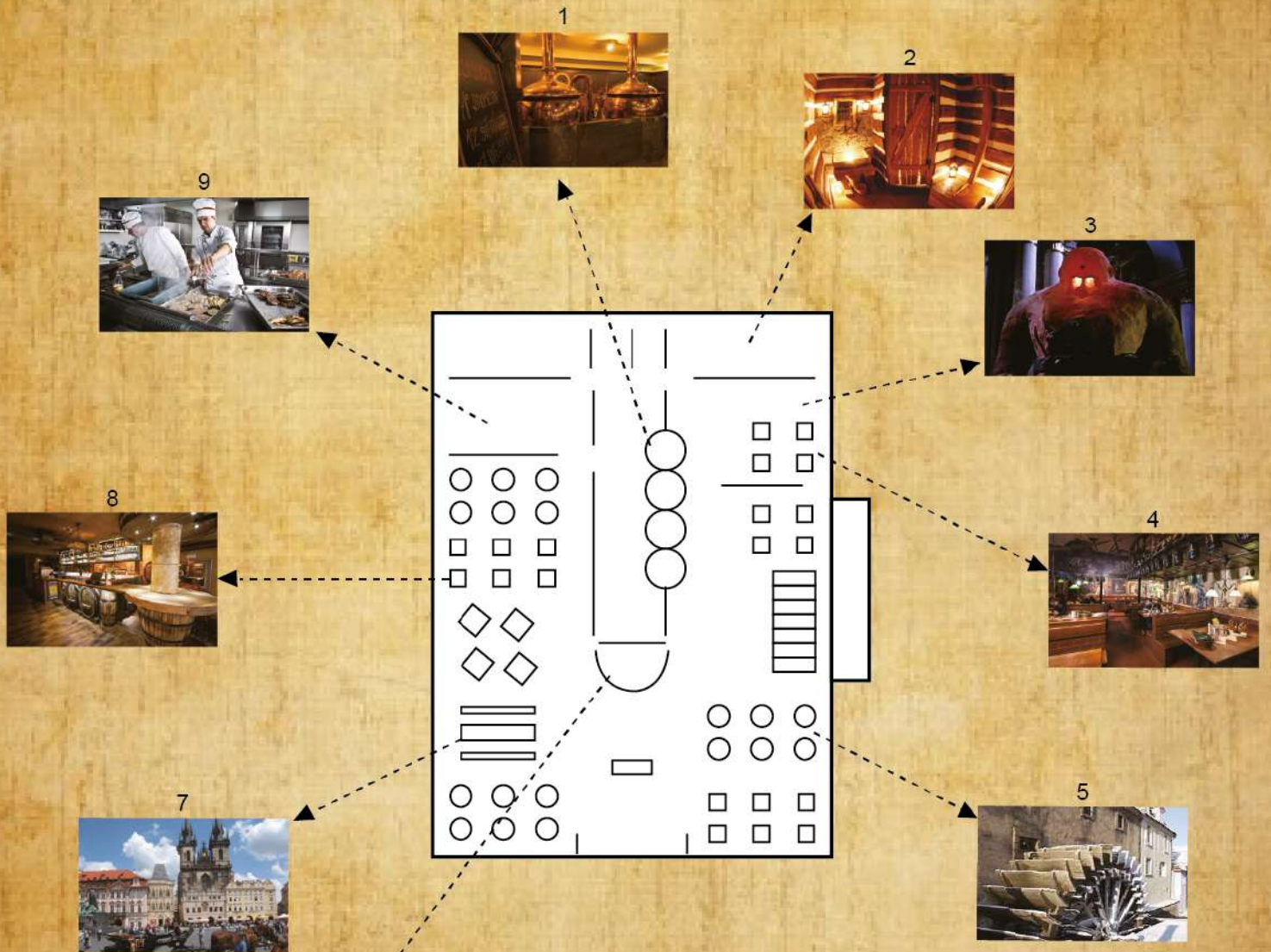
Our strategy is always serve fresh food using fresh ingredients. We plan to have our own small bakery as a part of restaurant so we can serve authentic Bohemian style bread with our dishes. Some of the ingredients will need to be imported (such as barley and malt). High standard of food is our priority. Here are some examples of the traditional czech cuisine :



reference pictures were used

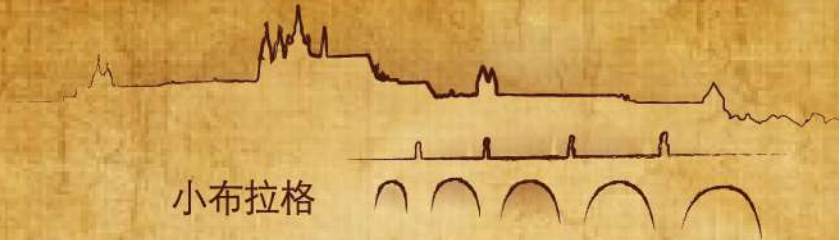
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Visualization



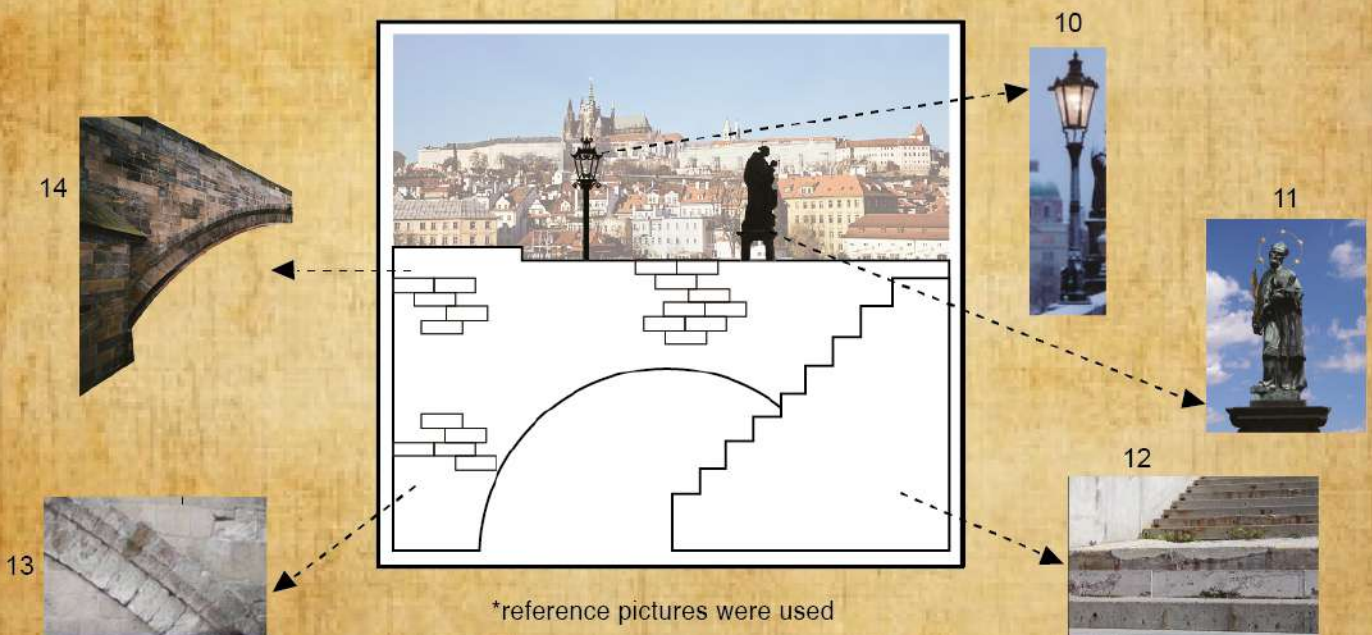
1. Brewery system – Customers can see part of the beer making process. The brewer will be often seen by the guests while making beer.
2. Restrooms – Our policy is to have even restrooms in a stylish old european design. Even toilets will be part of the storytelling.
3. Golem – Famous story of clay giant so typical for old Prague will be part of our decoration.
4. Prague's Garden style seatings – at the river bank of the river of Vltava you can find a lot of nice small garden restaurants – you will also find it in a Small Prague.

*reference pictures were used

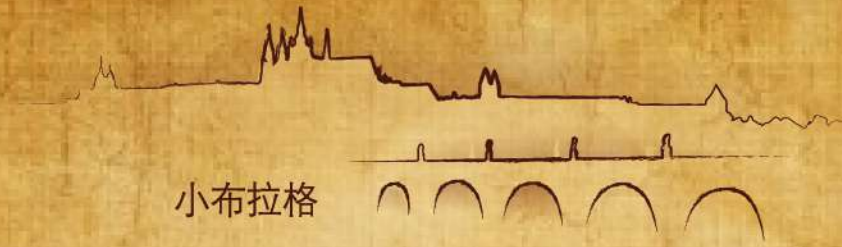


Visualization

5. Certovka – At the castle bank of Vltava river there is a famous water mill with a Venice feeling in Prague. Having small cafe nearby often visited by tourists. We will use it as a part of our interior design.
6. Orloj – Most famous clock tower of the Prague will be one of the first things customers will see after they enter our restaurant.
7. Main Square – Seating in this part of Restaurant with a painting of old Main Square of Prague will give you a feeling you are having your meal in a Prague's most visited square.
8. Bar – Stone and Wood will be used in a big bar that will go from dominant Orloj tower to the open kitchen.
9. Kitchen – open kitchen, customers can partly see how their food is being made.



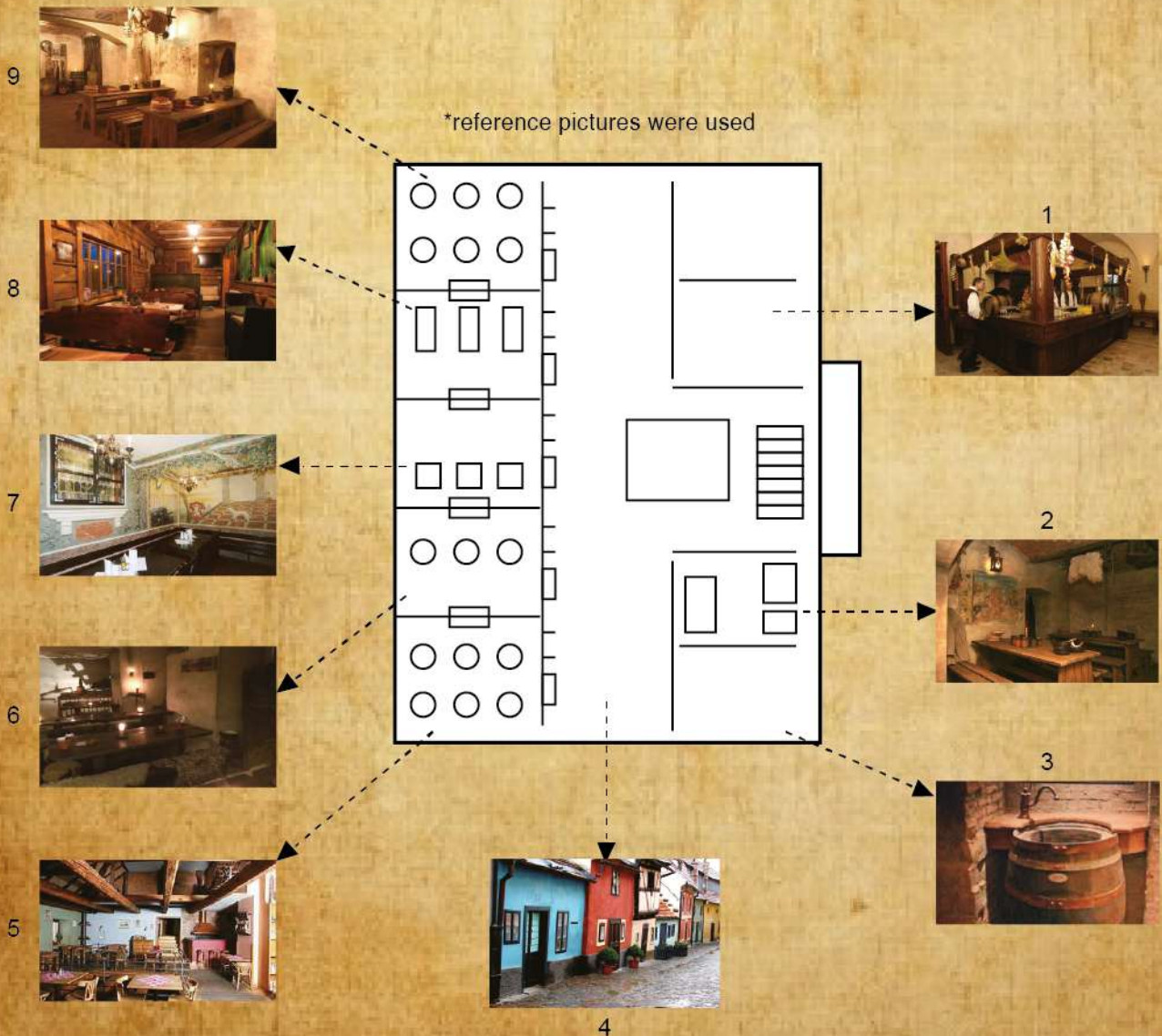
10. Lamp – Old lamp so typical for Prague and especially for famous Charles Bridge will be on our Charles Bridge imitation as well.
11. Statue – Real size copy of Charles Bridge statues will be there for our customers. On the wall behind our Charles bridge imitation will be a screen with Pragues Castle area that will give customers interactive feeling.
12. Stairs – stairs of the charles bridge will be stairs to the other floor of our restaurant.
13. Real stone will be used.
14. Copy of a small part of Charles Bridge that will be used in our restaurants.

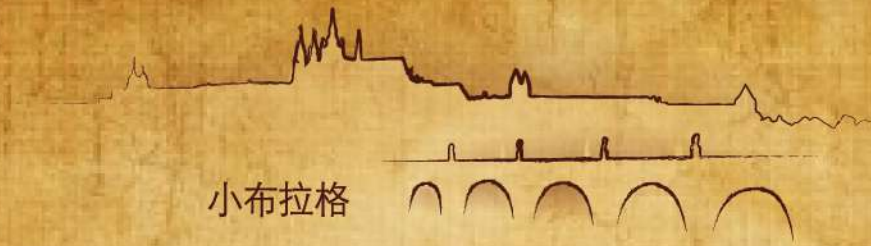


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Visualization

1. Bar at the upper floor.
2. Rooms for special guest designed as a old Prague's house.
3. Restrooms – specially design in an old european way with modern technology.
4. Castle street in Prague – idea of second floor is ti look like you were walking throught the small streets of Prague, each house beeing differently designed, interconnected and offer unique restaurant seats.
- 5 – 9. Each room will have different topic, create a feeling of old Prague's street and housing.





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Visualization

Examples of material that will be used in our restaurant

Floor



Wall



Ceilings



Wooden Doors

*reference pictures were used

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