



Frizzenti

WHO WE ARE

Frizzenti are the UK's market-leading brand of wines and cocktails, on-tap!

We serve top quality Prosecco, sparkling & still wines, and a growing selection of cocktails. All of the highest quality, with impeccable and fast service.

Following the launch of our ultra successful FIZZ! Bar at Birmingham's Grand Central Station in 2015, we are now looking to roll out the concept in other transport hubs in the UK and internationally.



ON-TAP SERVICE ENSURES...

- Theatre & speed at POS
- Constant pour quality
- Volume from small foot-prints
- Maximized sales and profit
- Environmental benefits (no bottle land-fill)



WHAT WE DO

We're not pretentious or posh and we're not about charging sky-high prices for a 'once-in-a-while' moment of indulgence as with most champagne bars.

We are a unique concept, serving a range of Prosecco, wines and cocktails by the glass and on-tap. We are classy, but without the glitz. We are design, but not over-stated. We're all about enjoying a moment or two of indulgence.

Our bar oozes 1970's Italian styling designed by award-winning designer Paul Croft for Isomi*. Soft curves of white Corian and backlit fascia's are complemented by Philippe Starck bar stools and soft seating corners.



AFFORDABLE LUXURY

With pricing between £5.95 and £8.95, we are an affordable luxury, a comfortable pit-stop for a quick drink. We're not a classic Champagne Bar.

WE CREATE A PLACE TO MEET, A RENDEZ-VOUS...

A glass of fizz (or two) among friends, maybe a classic cocktail...

Complemented by some simple Cicchetti (Italian tapas). Easy and quick to prepare, but equally delicious bite-size dishes.

Join us for “Aperitivo Hour”, Monday to Thursday between 5-7pm where you can enjoy complementary snacks. Bite-size Pizza and Crostini on us!

With top quality espresso and Italian pastries also available for the quick morning ‘pit-stop’.... what’s not to like?



REQUIREMENTS

- Island sites at prime travel hubs in the UK and internationally. Train stations and airports
- Locations attracting AB type demographics with high footfall
- Small foot-prints for modular island bars with additional seating areas of ideally 400-800 sq. ft.
- Long trading hours
- Access to a power supply
- Water and drainage a plus but not essential
- Small remote storage



WHAT'S IN IT FOR THE SCHEME

- Attractive rendez-vous “Meet me at the bar” destination appeal
- Adds prestige
- Enhances dwell-time
- Generates strong unit returns
- Small foot-print
- Increases scheme's ATV

TOP SALES GENERATOR

The FIZZ! Bar at Birmingham's Grand Central Station has consistently outperformed the category to become the top £/sq.ft. sales generator of the entire scheme.



Chosen as:

“One of the best bars
in Birmingham”

– Birmingham Mail October 2015



GET IN TOUCH...

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