INVESTMENT OPPORTUNITY

# VALLEBONA

## STORE

*Two cultures, one ideology.*

A distinctive hospitality, retail and experiential concept, created in Wimbledon Village and designed for thoughtful expansion across London.

**DISCUSSION DRAFT**

OCTOBER 2026

# Italian warmth and Japanese precision, brought together through hospitality.

We began with a love of Italian produce and a passion to introduce it to London.

Coupled with organic growth and a synergy with Japanese culture that has been inspired by Stefano's wife Naoko, Vallebona has become a rich mix of hospitality, creativity and retail under one roof.

We have gradually become an experiential lifestyle offer and we are now extending an invitation to embrace a concept space where we share our knowledge and where each element tells a story.

As we have evolved, our guests and customers have always and still come first and are at the centre of the Vallebona 'family'.

When we say 'family' we refer above all to the one we have created. To those of us who are inside and to those who cross our door every day. We treat everyone with the respect, admiration and warmth and we do not approach business in any other way.

*"Guests and customers come first and are at the heart of the Vallebona family."*

# From specialist food business to experiential lifestyle brand.

## 01 Origin

A love of Italian produce and a passion to introduce it to London.

## 02 Evolution

Organic growth, hospitality and retail now live together under one roof.

## 03 Cultural pairing

A natural Italian - Japanese synergy inspired by Stefano and Naoko.

## 04 Operating philosophy

Respect, admiration and warm engagement at every interaction.

*"Vallebona has become a rich mix of hospitality, creativity and retail under one roof."*

# Our brand encompasses four mutually supporting experiences.

Each stream creates a reason to visit, engage, purchase and return.

01

**ESPERIENZIALE**

Taste
Learn
Connect

02

**VINERIA**

Drink
Graze
Engage

03

**TABLE**

Eat
Share
Experience

04

**STORE**

Discover
Shop
Take home

Curated products → engaging service → shared experiences → product discovery → repeat relationships

# A journey built around discovery and human connection.

The concept blends browsing, dining, learning and socialising within one coherent environment.

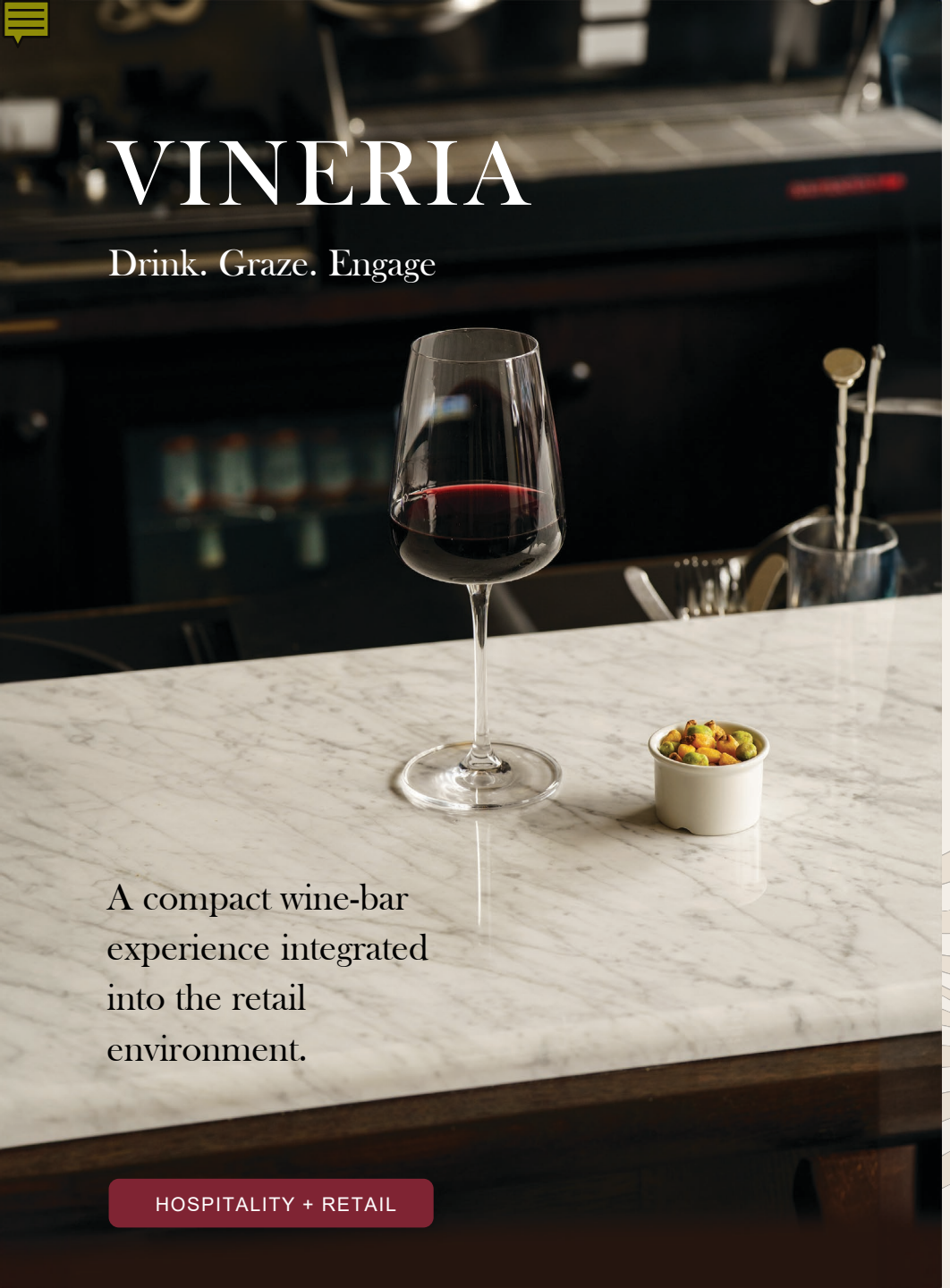
1 **DISCOVER** — Artisan Italian and Japanese products

2 **TASTE** — Wine, sake, grazing plates and sharing boards

3 **CONNECT** — Natural interaction with the team and other guests

4 **EXPERIENCE** — Tastings, workshops, functions and collaborations

5 **RETURN** — Products, gifts and memories taken home



# VINERIA

Drink. Graze. Engage

A compact wine-bar experience integrated into the retail environment.

HOSPITALITY + RETAIL

## What makes it distinctive.

### Integrated by design

The counter and seating operate comfortably among produce, gifts and retail browsing
Here a connection is made and conversation sparked.

### Visible theatre

Drinks are poured and small plates are assembled in view of guests.
This facilitates interaction and engagement.

### Relationships

The format encourages natural dialogue and strengthens customer relationships.

WHAT THIS BRINGS | Drives dwell time, hospitality revenue and repeat engagement.

# The social heart of the concept.

A place where food, wine, knowledge and stories bring people together.

## 01 SOCIAL DINING

Relaxed lunches and dinners around grazing tables.

## 02 SIGNATURE SERVE

Sharing boards become appetising centrepieces.

## 03 PROGRAMMING

Wine tastings, workshops, functions and entertainment.

## 04 COLLABORATION

Guest chefs and producers host alongside the Vallebona team.

EAT . SHARE . EXPERIENCE

WHAT THIS BRINGS | Creates bookable occasions, community relevance and premium experiences.

# STORE

Discover. Shop. Take Home

A curated retail and deli offer celebrating craftsmanship, heritage and quality.

## A carefully curated product range.

**ITALIAN**

Artisan cheeses and charcuterie, pasta, antipasti, fine wine and seasonal products.

**JAPANESE**

Top-tier soy sauce, charred bamboo and sake.

**GIFTING**

Pantry treasures and beautifully presented platters.

**CURATION**

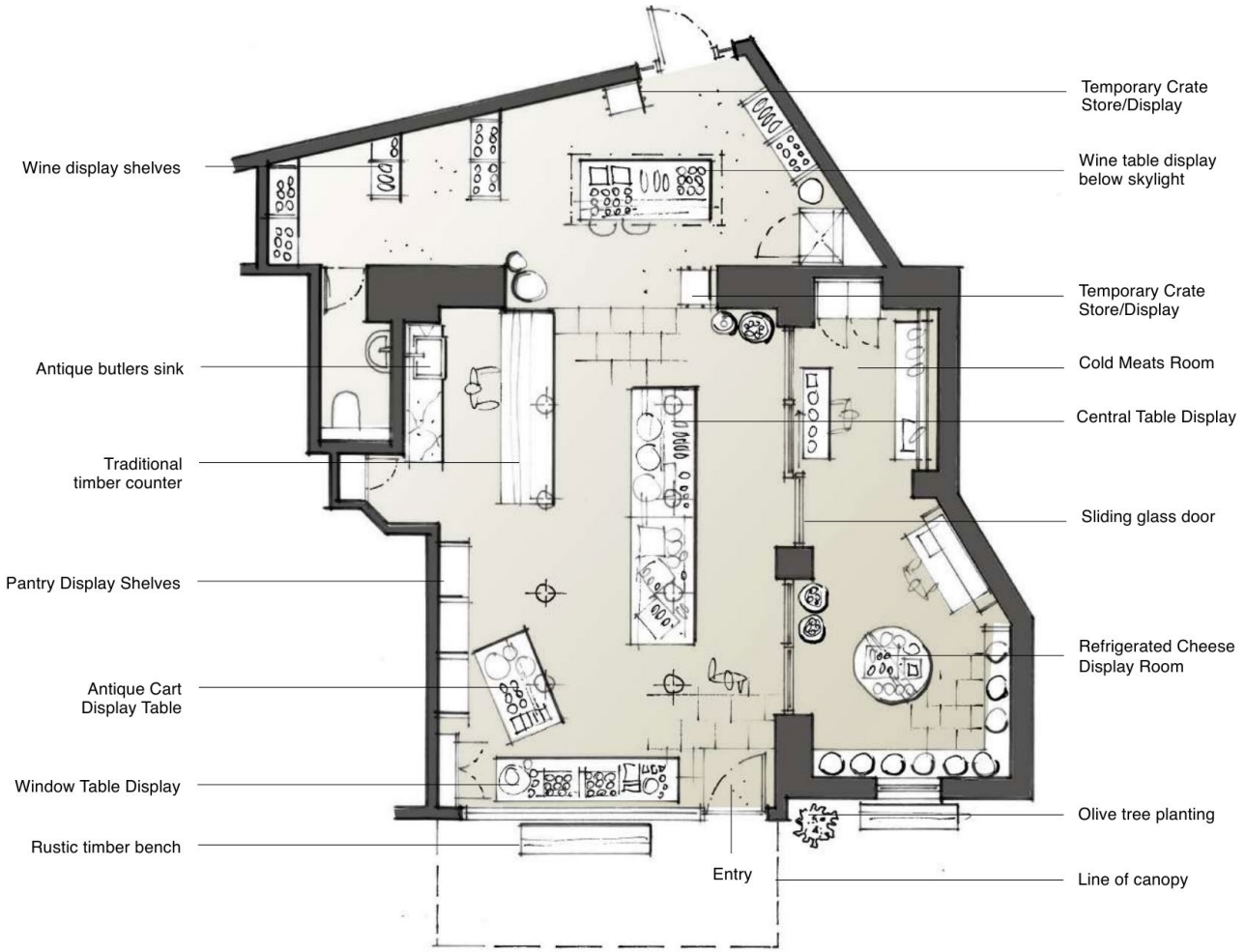
Products from small independent producers, hand-picked by Stefano and Naoko.

### WHAT THIS BRINGS

Builds everyday relevance, gifting occasions and take-home revenue.

# Ground floor plan.

The retail concept organises product discovery, service and gathering around a clear customer journey.




## KEY SPATIAL ELEMENTS

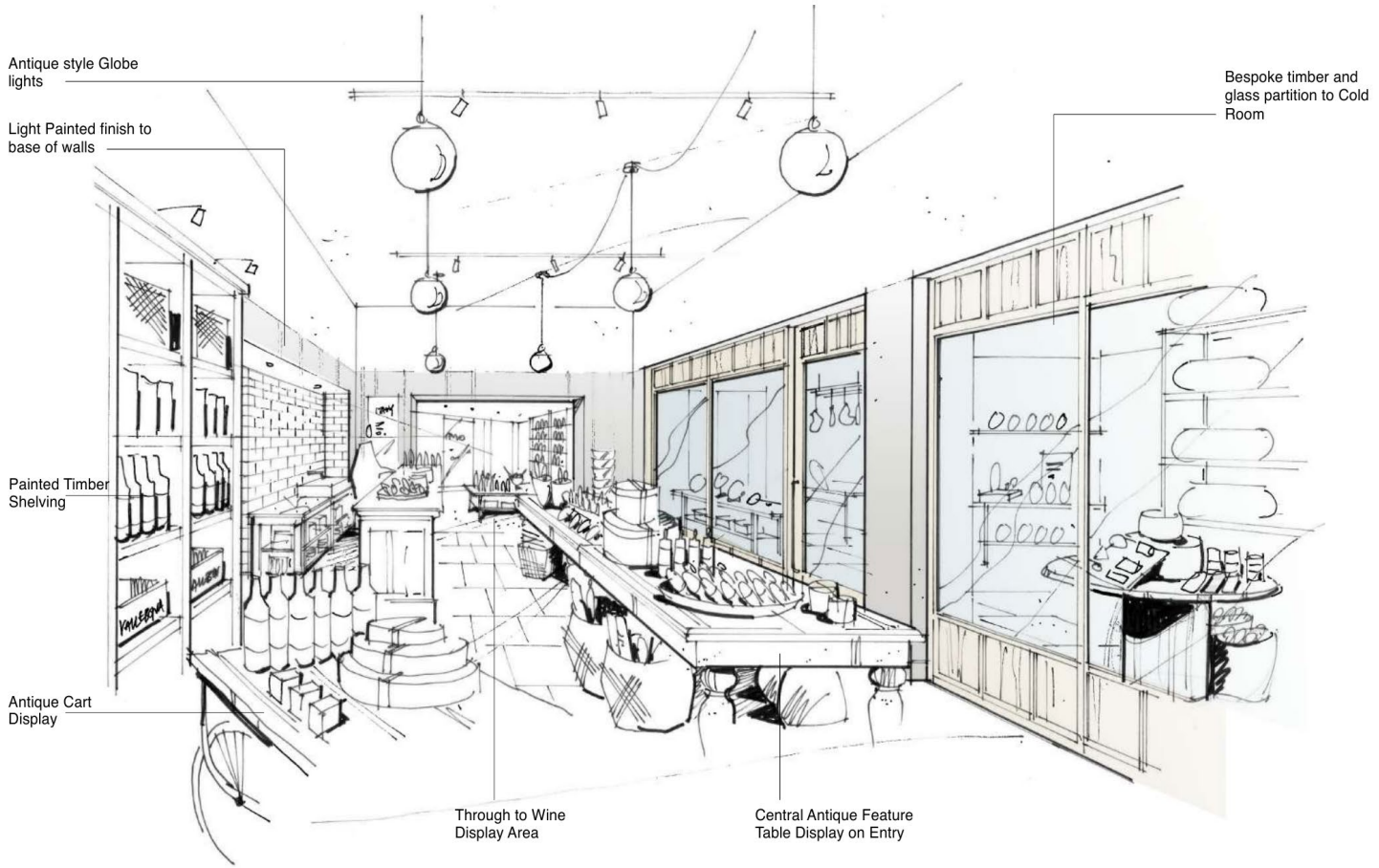
- Central table display
- Wine display and tasting area
- Cheese and cold meats rooms
- Pantry shelving and window display
- Traditional timber counter
- Clear entry and circulation route

### REFERENCE PLAN

Concept drawing supplied for reference only.
Site-specific layouts will require development and approvals.

# Indicative interior sketch.

Italian abundance and Japanese restraint expressed through purposeful, tactile and considered details.




## 01 DISPLAY

Painted timber shelving and an antique cart create layered product theatre.

## 02 LIGHT

Globe lights and track lighting establish rhythm and assists with focus.

## 03 CENTREPIECE

A central feature table anchors arrival and discovery.

## 04 COLD ROOM

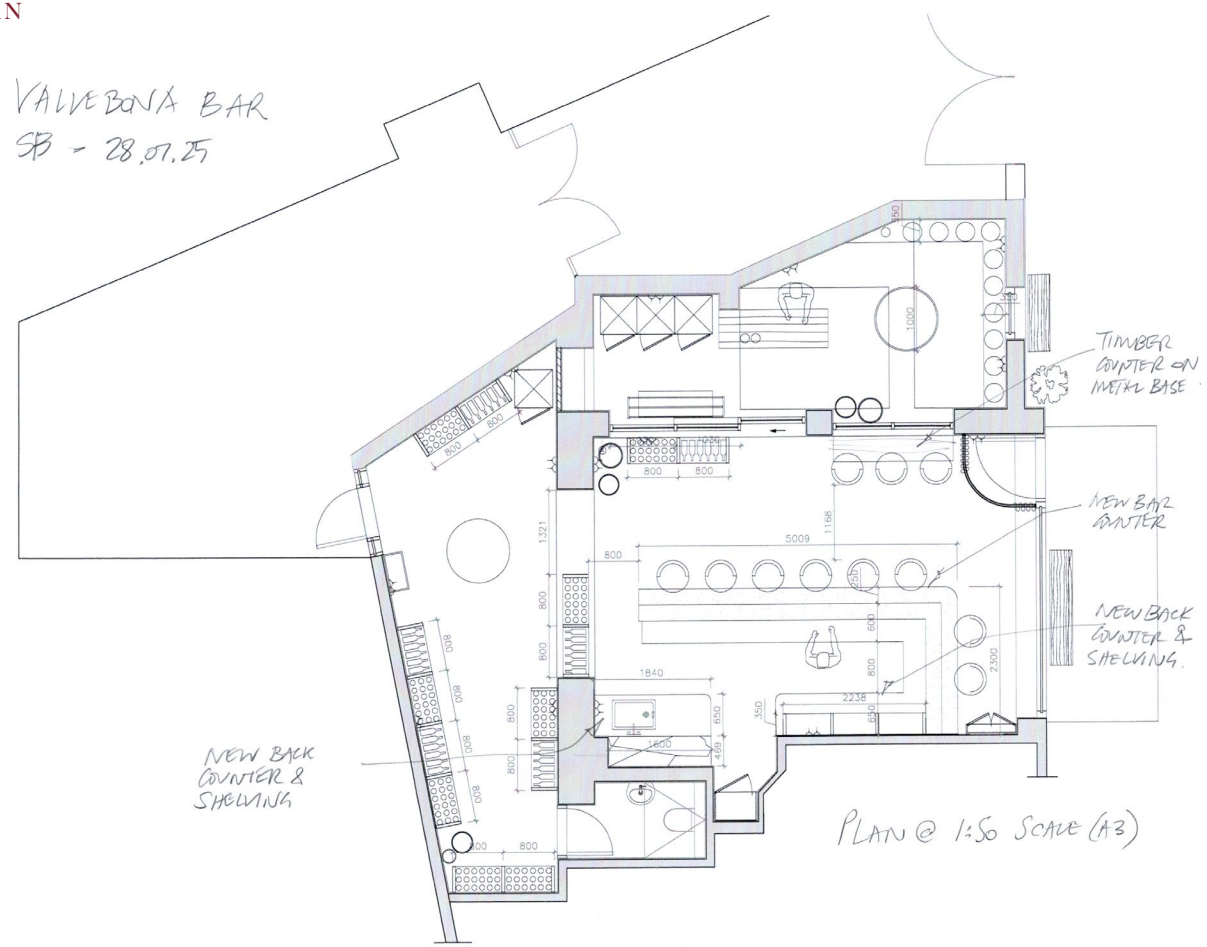
A bespoke timber-and-glass partition makes specialist produce visible.

The drawing is indicative rather than a construction document.

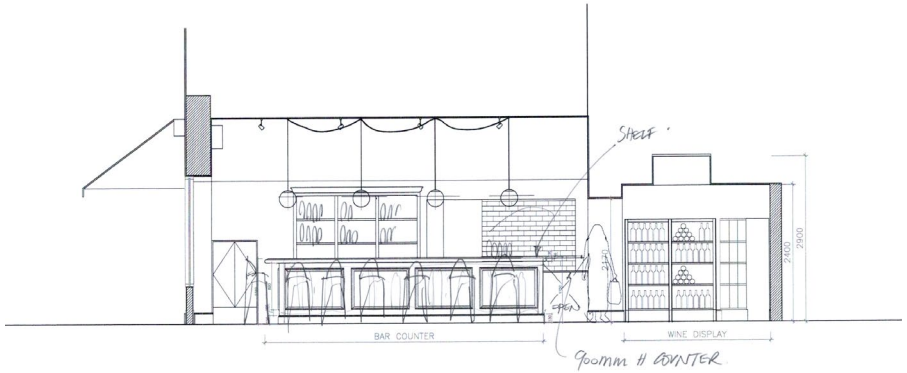
# Bar counter plan and elevation.

A compact service counter integrates seating, preparation, bottle display and back-counter storage.

## PLAN




## ELEVATION




ELEVATION 04 GRND FLOOR

### DESIGN PRINCIPLES

Counter seating • visible preparation • wine display • integrated shelving • efficient staff workspace

# Why the concept has the potential to grow.

A repeatable experience can be built around strong pillars while preserving personality.

## 01 DISTINCTIVE POSITIONING

Italian and Japanese artisan food, hospitality and experiential retail in one proposition.

## 02 MULTIPLE OCCASIONS

Coffee and browsing, aperitivo, social dining, gifting, tastings and private functions.

## 03 HUMAN SERVICE

Visible preparation and natural interaction place relationships at the centre.

## 04 CURATED SUPPLY

An established supplier network supports product selection and stocking.

## 05 FLEXIBLE PROGRAMMING

Guest chefs, producers, workshops and events refresh the experience.

## 06 FOUNDER-LED KNOWLEDGE

The model is supported by seasoned operational, sourcing and training experience.

**POSITIONING STATEMENT | A neighbourhood destination for discovery, sharing and belonging.**

# A portfolio of complementary revenue streams.

Illustrative planning assumptions are shown alongside the site and operating data still to be evidenced.

RETAIL & DELI

VINERIA

TABLE & DINING

EVENTS & EXPERIENCES

GIFTING & CORPORATE

## INFORMATION REQUIRED FOR THE INVESTMENT OPORTUNITY

- Target format and catchment
- Indicative site size and seating
- Opening hours and staffing model
- Sales mix and average spend
- Evidenced food and beverage margins
- Site build cost and working capital
- Agreement term and renewal
- Validated unit-level P&L

# From the first conversation to a journey together.

The source concept outlines support across site, design, recruitment, training, operations and supply.

1

## DISCOVER

Partner alignment
Concept briefing
Initial feasibility

2

## DESIGN

Site search support
Space planning
and assessment.
Interior design with
Sherliker Biggs

3

## BUILD

Supplier curation
Recruitment support
Pre-opening planning

4

## LAUNCH

Front and back
of house training
Opening support
Local activation

5

## GROW

Ongoing expert guidance
Operational support
Resilience and consistency

**THE PROMISE** Seasoned operators, an extensive supplier list and ongoing guidance designed to support long-term, sustainable expansion.

# Who will thrive with Vallebona.

The most aligned partners will combine commercial awareness with genuine hospitality and respect for artisanship.

## 01 HOSPITALITY MINDSET

Enjoys hosting, relationship-building and visible service.

## 02 OWNER-OPERATOR ENERGY

Prepared to lead standards, culture and local community engagement.

## 03 OPERATIONAL DISCIPLINE

Comfortable with food retail, F&B controls, staffing and compliance.

## 04 BRAND STEWARDSHIP

Values quality, provenance, design and the Italian-Japanese identity.

**SITE PRINCIPLE**

A characterful neighbourhood location that encourages browsing, lingering and return visits.

# Consistency without losing character.

The franchise system should codify the essentials while leaving space for local relationships and programming.

## NON-NEGOTIABLES

Brand identity
Product quality
Service warmth
Food safety
Core menu and retail standards

## LOCALLY RESPONSIVE

Neighbourhood partnerships
Event calendar
Selected guest collaborators
Community storytelling
Approved seasonal activation

## SYSTEMS TO BUILD

Operations manual
Training academy
Approved supplier matrix
Design standards
Quality assurance and reporting

**DRAFT PRINCIPLE | Standardise what protects trust. Localise what creates belonging.**

# Turning the vision into a franchise-ready offer.

A focused development programme can convert the concept story into a credible recruitment and investment proposition.

## 01

### VALIDATE

Confirm the format, customer demand in proposed location and economics of offer.

## 02

### ROAD MAP

Create operating, training, brand, design and supply standards.

## 03

### PACKAGE

Complete proposal, financial model, legal documents and required elements.

## 04

### ASSESSMENT

Assess the replicated operating model for a carefully selected London location.

## 05

### SCALE

Recruit aligned partners and expand with disciplined quality control.

**IMMEDIATE DECISION**

Agree the preferred franchise format and the evidence needed to complete the investment case.

# Sherliker Biggs

Sherliker Biggs is a multidisciplinary design team.
We are storytellers, designers and doers, working together to create beautiful and practical solutions whilst bridging the relationships between all parties.
We design identities, products, spaces and places that positively transform the way consumers interact with them.
We create and steer brands to engage and we shape, form and bring ideas to life with considered implementation.

Our many years of experience has built lasting relationships with our clients, we value their knowledge and we take time to understand their objectives.
We channel our enthusiasm and passion into their businesses.

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Mandy Sherliker

Mandy is a designer and creative director who for 30 years has worked with high profile industry professionals on a wide range of hospitality projects.

She brings a wealth of design knowledge and values building long term relationships with clients.

Mandy enjoys communicating and taking the time to understand clients' objectives by asking the questions that matter.

Joanna Biggs

Having previously been a Director at GA Design International, Joanna brings more than 25 years' of design leadership and hospitality experience to Sherliker Biggs.

Joanna's strength is in driving the design process from inception through to completion, and she brings specialist skills at every stage.
Joanna balances practicality alongside creativity, and she believes that spaces should be designed holistically from a user's point of view, and grounded in functionality.

TORTELLO
ROYAL LANCASTER HOTEL

Tortello is the name for a single tortelloni which sums up the overall approach.
Care in the smallest details, using a combination of texture, light, and materiality we have created an old-school Mediterranean feel.
The sage and peach colour palette, white marble tables and abundance of plants bring an old – world charm featuring a mix of antique and modern pieces.

BAR FINCH
MAYFAIR

Bar Finch in Mayfair is the vision of Charles Finch.
The brief was to design a classic Roman or Venetian bar, with a nod to Charles's adventures and transatlantic experiences.
Authenticity and craftsmanship were to be at the heart of the design to deliver a classic, timeless and understated space.

# LET'S GROW THE VALLEBONA FAMILY

A considered approach to thoughtful and sustainable expansion.

NEXT CONVERSATION

Investment format • commercial assumptions • pilot site • partner strategy