

WINE & BREAD CAFE



In the historic heart of Tbilisi, we are creating a boutique bakery-wine café that celebrates two of Georgia's most ancient and sacred traditions: bread and wine. The café will feature fresh, on-site baked bread made from Georgian heritage wheat and a curated selection of organic, small-batch qvevri wines.

As the birthplace of both wheat and wine, Georgia offers a unique cultural depth rooted in 8,000 years of tradition. These practices live on in the country's highlands and family vineyards, where indigenous grains and grapes are cultivated sustainably.

In a world driven by speed and uniformity, this café will offer authenticity, slowness, and soul — crafted for premium travelers, discerning locals, and wine lovers seeking something rare and real.

PROJECT DESCRIPTION

This project is a boutique bakery-wine café set to open in a high-footfall, tourist-heavy area of central Tbilisi — targeting neighborhoods such as Sololaki, Old Tbilisi, Vera, or Vake. The café will occupy a carefully renovated 80–120 m² space, combining warm, minimal Georgian interior design with open-view baking and curated wine displays. It will offer guests an immersive and refined experience built around Georgia's two most iconic products: bread and wine.

The heart of the café is its bakery, where all bread will be baked on-site using only rare Georgian heritage wheat varieties such as Zanduri and Dika. These grains are sourced directly from Georgian farmers and milled locally to preserve their nutritional value and flavor. The menu will be small and tightly focused — featuring fresh sourdough loaves, artisanal tonis puri, and rustic pastries made with local ingredients like honey, nuts, and dried fruits. Every product will reflect a commitment to natural, chemical-free Georgian raw materials.

The wine program will feature a rotating selection of 25–30 organic and qvevri wines, handpicked from small Georgian producers who work biodynamically or with minimal intervention. Guests can order by the glass, enjoy curated tasting flights, or purchase bottles to take home. The café will also host regular wine-and-bread pairing sessions, tastings, and educational workshops for both tourists and locals, positioning it not only as a retail space, but as a cultural and experiential hub.

The space will also include a small boutique retail corner offering packaged breads, preserves, honey, and wine, extending the brand beyond the café itself. The atmosphere will be elevated but approachable — designed to appeal to international travelers, local creatives, expats, and discerning food and wine lovers who seek authenticity, craft, and a meaningful connection to place.

FINANCIAL HIGHLIGHTS

Initial Investment: USD 3.6 million

Projected Revenue (Year 1): USD 2.4 million

Estimated Monthly Clients: 500 clients per month

Average Spend Per Visit: USD 300 - 400 per customer

Annual ROI Estimate: 20% return in year 1

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