
Presentation

TM

Restauration Française
Bar à vins



Summary

Restaurant, bar and cave, Vinomania is a unique concept in Asia where all the arts of the French tasting proved to you, around an exceptional selection of 40 wines by the glass from the best vintages and also a selection of Bordeaux grands crus, grands crus classés, Chateaufeuf du Pape, Château Latour, Petrus, Château Angelus, Mouton Rothschild, Pontet Canet)

Our wines are selected by a sommelier in Bordeaux (France) for our wine enthusiast clientele in its French cozy setting and design place. Three glasses of 4 cl blend well with 3 dishes prepared in an original way (card or menu) or café gourmand.

Side wine bar, Vinomania makes you feel even more strongly the emotion born of the wine pairing / dish. You will spend an evening with friends or an “afterwork gourmand”, with a suggestion of Vino-toast (cheese, ham, foie gras, etc..) ... all in a cosy Lounge.

Side Cave finally, with up to 60 wines available on nearly 600 properties tested all around France (40 available now in Kota Kinabalu) with Vinomania you will enjoy different selections of castles and fields AOC, IGP ...

Thanks to “verre après verre Collection!”

This refined place will also serve liquors, prestige Cigars as well for upscale clientele. Events will be created to allow customers, members of private tastings, culinary training with French chefs from Le Safran, baker and our Sommelier from Bordeaux.

With Vinomania ... wine become synonym of tasting and the art of living!

I. PRÉSENTATION

Inspired by a concept that has proven in France, the main purpose of Vinomania's Lounge is to offer its clientele in a calm and relaxing environment with a wide selection of wines by the glass, wine tastings, and also bottles per entry level, mid-range and grands crus.

A corner "épicerie fine", liquor, wine accessories and gifts will also be present.

To retain its clientele, Vinomania's lounge will also offer wines for takeaway.

Collection "verre après verre" will also be available for sale by bag in box (BiB).

Vinomania also import directly from France some dishes via its entity "Starline Enterprises sdn bhd" to accede at the best French culinary in terms of quality and varieties. Our dishes are already cooked and we just make "preparation"

To pair with wines at any time of the day, Vinomania will include in his bistro menu a range of salads with "foie gras, smoked salmon" and also "duck confit from the south west of France", fondue de fromage (melted cheese with bread), tray of a selection of cheeses, charcuterie with fresh breads.

Occasionally some events around live oysters from France. Starline Enterprises sdn bhd has an approval from the competent authorities from Sabah for the importations.

I.1 concept

I.1.1 The customer needs

Purchasing power increases and the new generation takes pleasure in discovering wines. The wine bottles are expensive and discourage 65% of customer of their choice. The wine glass is a stopgap and also a trend.

There is also a clientele looking to enjoy "grands crus" or investment wines to buy for their own collections.

The clientele target is a clientele of all ages with purchasing power.

Our concept is also aimed at associations, companies for professional meetings (lunch) in a relaxing place with a quality dining, wines and an impeccable service (à la Française).

I.1.2 An innovative concept

This concept is innovative. Offers French dishes in a French restaurant with French wines by glass at reasonable price is possible with the new concept “Verre après Verre”

STARLINE ENTERPRISES SDN BHD HAVE THE EXCLUSIVITY FOR “VERRE APRES VERRE COLLECTION” IN ASIA

I.2 the genesis of the idea

The idea of creating this wine bar is the fact that more and more people accept the concept of “Verre après verre” (glass after glass). French wine by the glass is an alternative to beer drinkers; it is also a way of differentiation, to show a status.

I.3 the founders

Starline Enterprises Malaysia with Jérôme GRANDCHAMP as Director started a wine and liquor company in Kota Kinabalu and also Starline Enterprises sdn bhd, French culinary importer from France.

In France, Starline Enterprises sdn bhd is a sourcing and logistic company for all these products with a team managed by a French confirmed Sommelier, Pierre Clément Pene.

Starline Enterprises sdn bhd is based in Bordeaux, major place for the prestigious French wines and notorious culinary region (Toulouse, Bordeaux, Agen....)

I.3.1 Strengths and motivations of the Management

As French, I understand and want to share my culture and passion.

We control all costs, from the sourcing until the end customers.

III. Trade policy

III.1 product policy

Our focus is to offer a wide selection of wines by glass (start with 30 and increase until 60) to our customers

through marketing efforts as "sets" or "happy hour" and arrive to place wine as a beer alternative.

The prices will be stretched to arrive in a position to entry-level deal with French wines beers and other alcoholic beverages (from 15RM up to 34RM for 12.5cl)

Suggested menus:

L'assiette mixte: a delicious assortment of meats and cheeses typical, presented on a slate.

L'assiette Méditerranéenne: skewer with cherry tomatoes and mozzarella, shrimp jar, melon with ham.

L'assiette six fromages: 6 cheeses slate with breads

L'assiette demoiselle: goat salad with hot toast, breaded mozzarella skewer, with mushrooms rizootto.

La fondue de fromage: cheese fondue for an enjoyable time with friends (minimum 4 people)

Foie gras du sud ouest: foie gras on hot toast with fig jam on a bed of salad.

....

A membership system will be in place to give the opportunity to buy wines at a very competitive prices.



For any request, please contact us or visit our showroom at Peak Vista Kota Kinabalu.

006088 261 886

website : grandchampkk.com