

CYDERIA

BILLY NALW

FORMAT

Cidery "Bilyi Nalyv" (wordplay: "nalyv" means both "pour" and refers to a popular Ukrainian white apple variety) is primarily a bar concept. It's a trending venue that combines quick-casual dining, beverage service, and Instagram-worthy ambiance.

This atmospheric bar features quick-service operations and a streamlined menu with a 3-5 minute order fulfillment time. The menu's anchor items include craft cider, fresh oysters, and gourmet hot dogs. The establishment also offers house-made liqueurs, calvados, specialty coffee, quesadillas, and artisanal sandwiches. The concept's competitive advantage is its broad market appeal, successfully engaging even consumers who typically prefer home dining.



A stylized orange fruit icon with a leaf, rendered in a bright orange color. It is positioned behind the word 'TARGET' in the title.

TARGET GROUP

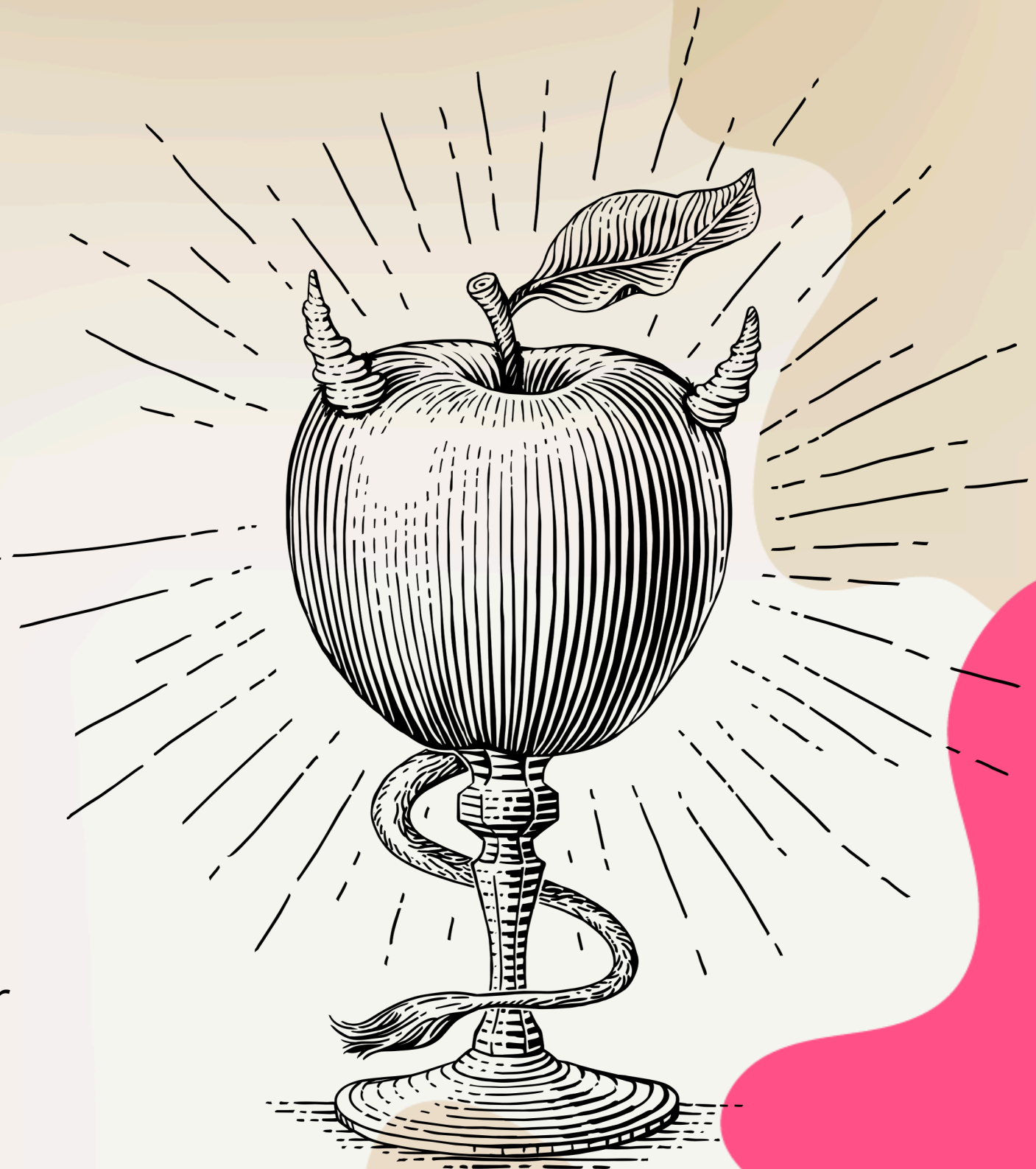
The core target demographic consists of Gen Z and young millennials (18+) who prioritize value-for-money dining experiences without compromising on quality or time. This segment seeks affordable yet trendy F&B options that align with their budget constraints. They are experience-driven consumers who value social media-friendly environments and seek out venues with the right atmospheric positioning and Instagram-worthy aesthetics.

BRAND

Hot dogs, pies and oysters - with cider and liqueurs.
Bilyi Nalyv is a place devoted to our little sins, temptation and bon appetite.

Just let yourself feel the desire that occurs when you think about a glass of cold apple cider.

We pour the cider out of the barrels located under the ceiling.
The show-pouring looks like this: a powerful meter flow of cider is broken down, the drink is filled with oxygen and you see seductive foam, and the taste becomes really rich.



Apple liqueur. You'll
always want a little more.

Hot apple punch with
cinnamon warms you up.

Fresh oyster with lemon
– an ideal pair for apple
cider.

Hot dogs. Classic and
Vegan. And sandwiches.

It seems we have a lot in
common. We understand
your desires. Sea you!



EAT

OYSTERS HOT DOGS CESADILIAS SANDWICHES



DRINK

CIDRE LIQUEUR LEMONADES COFFEE





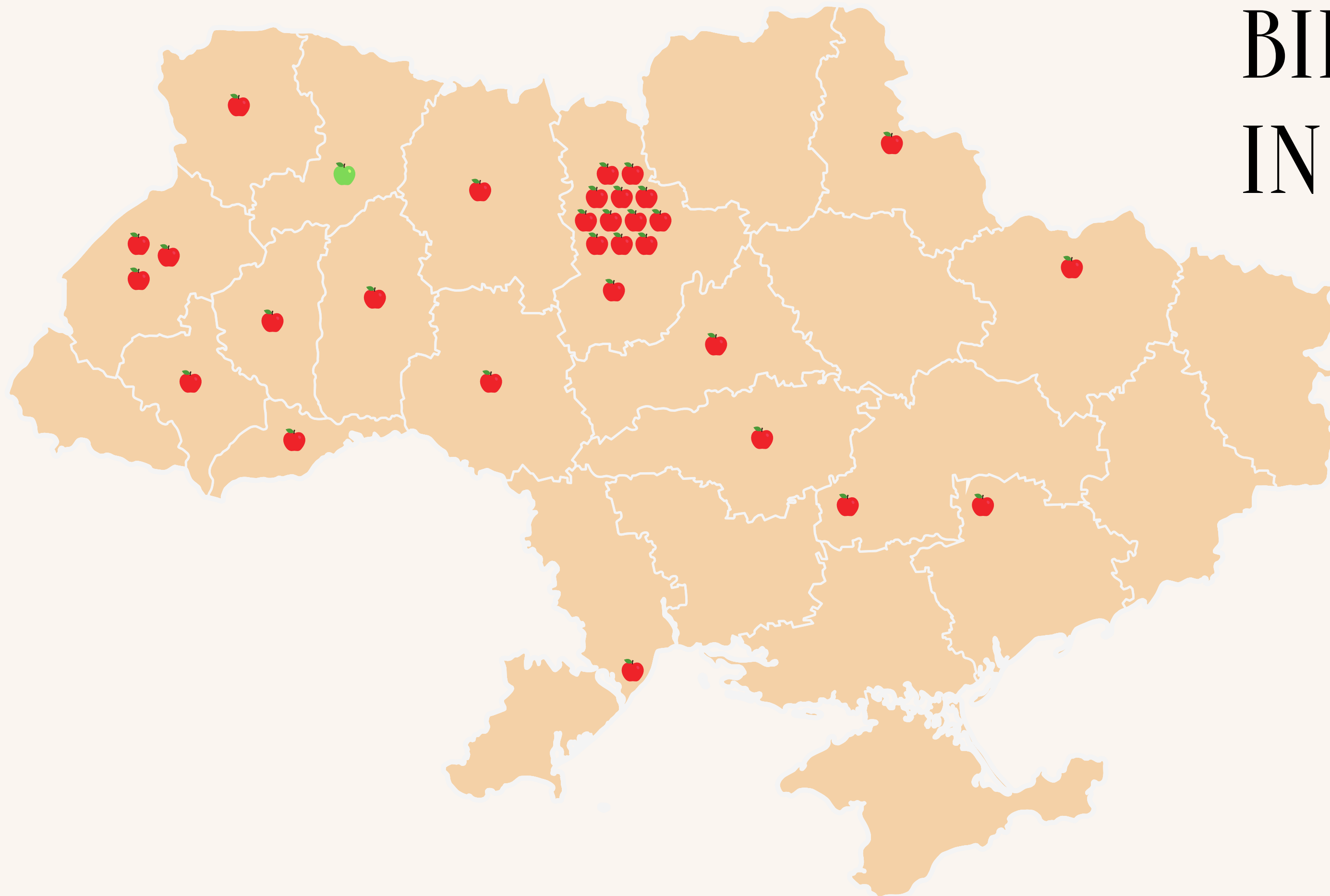








BILYI NALYV IN UKRAINE



OPEN



OPEN SOON

BILİY NALYV IN EUROPE



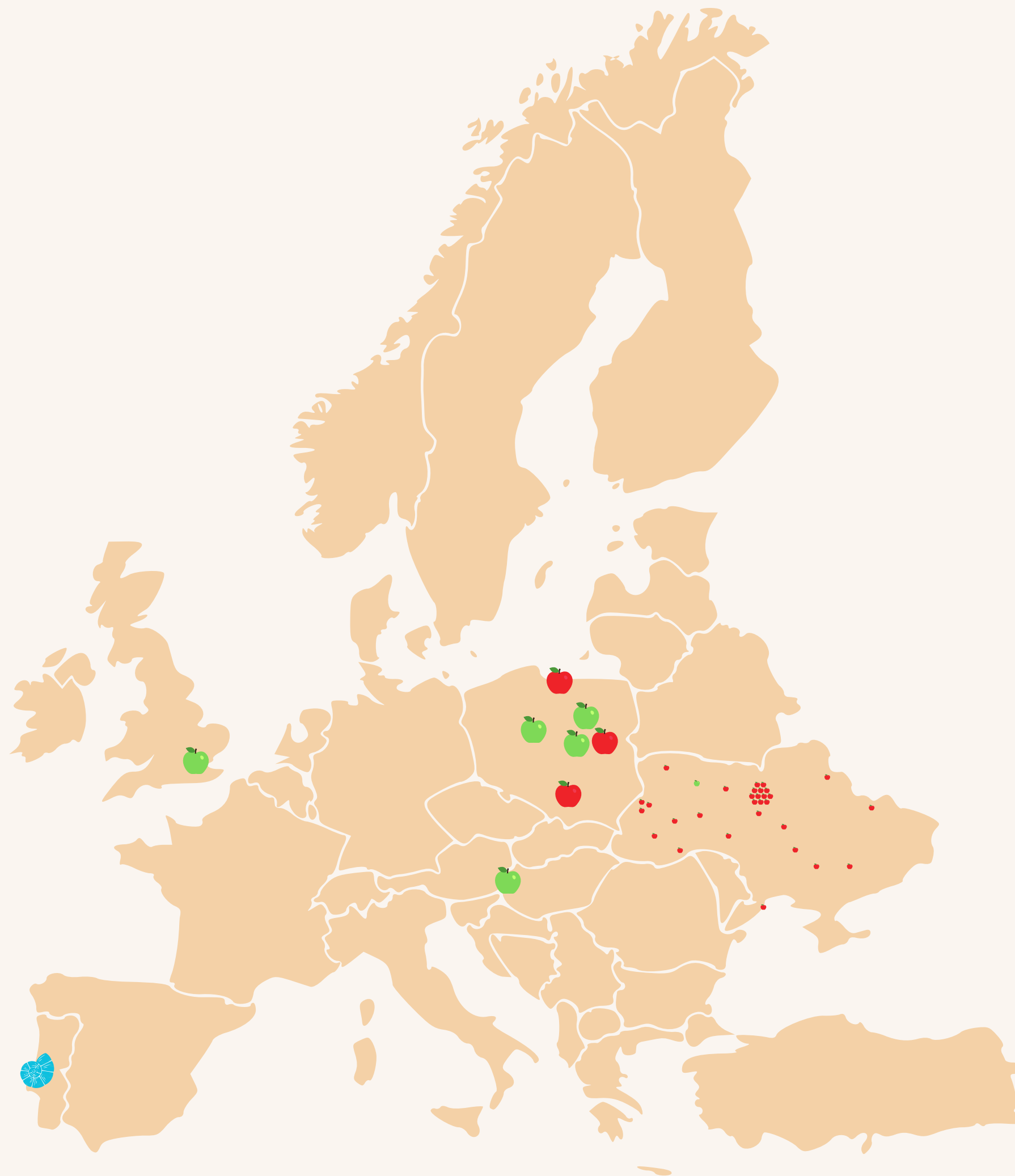
OPEN



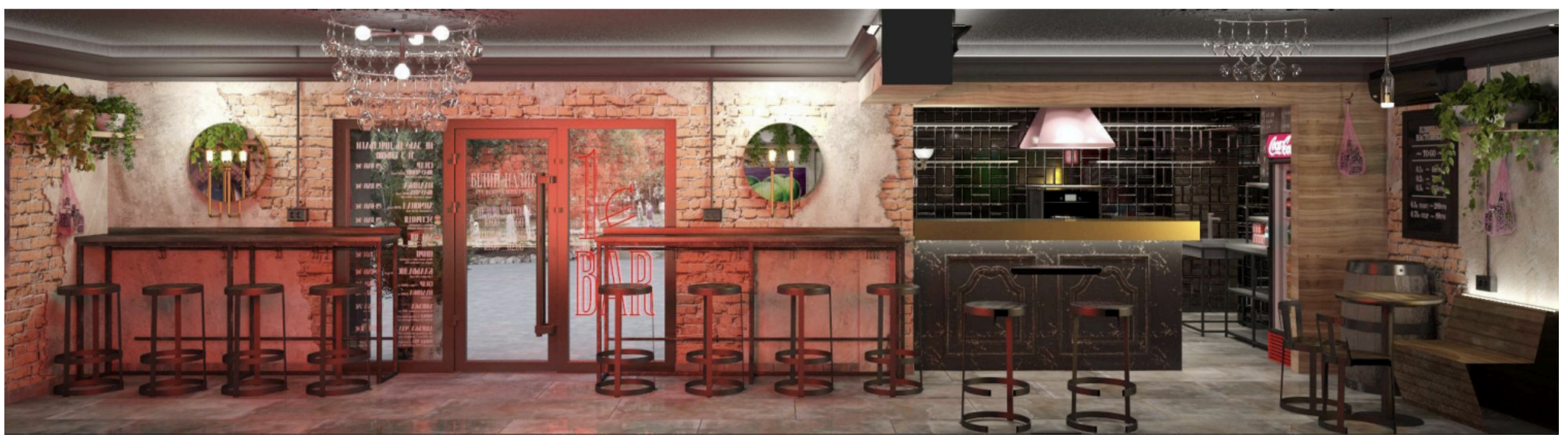
OPEN SOON



MUSHLYA (LISBON)





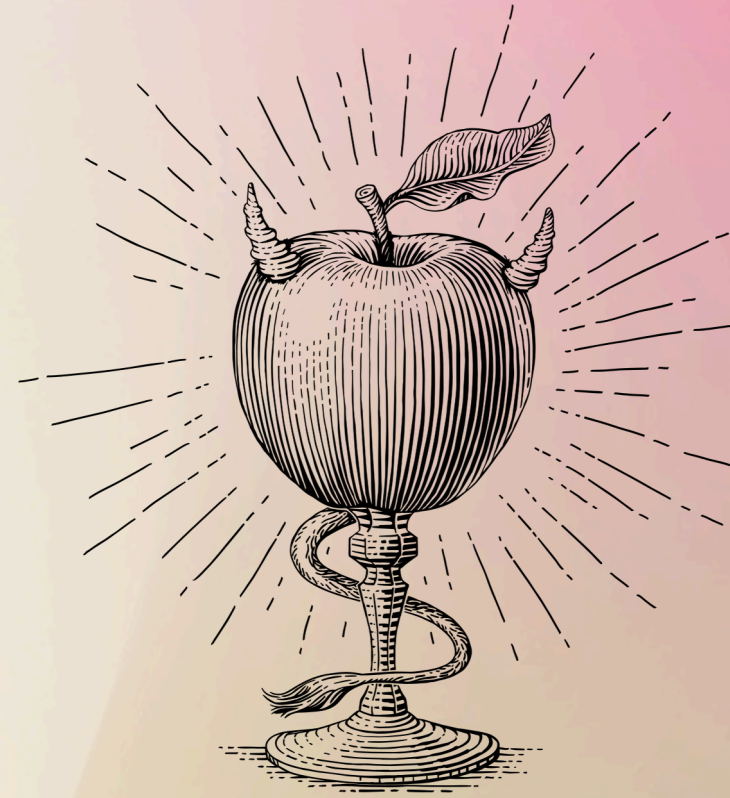












Thank you!