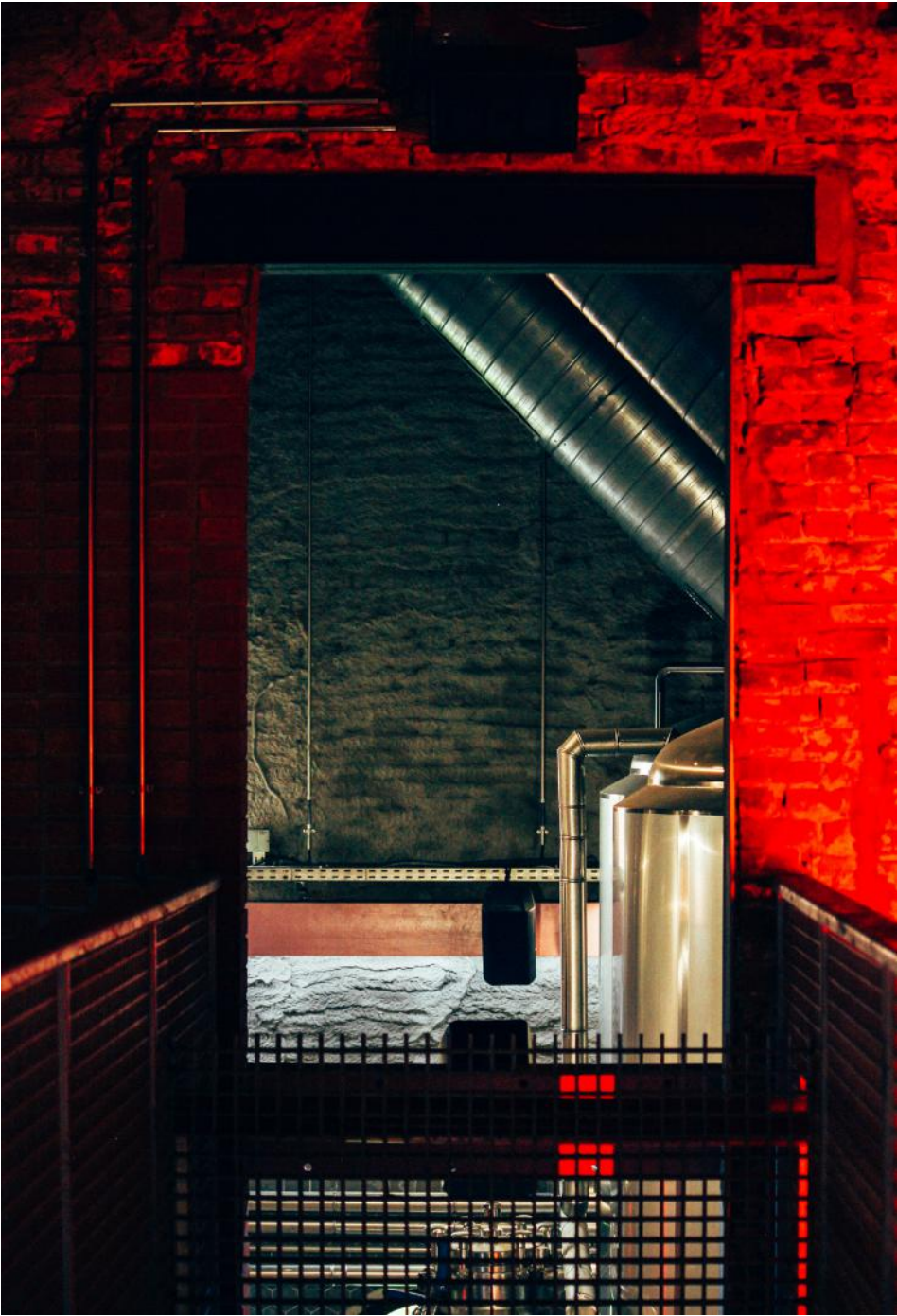


Things You Might
Not Know

On
Zware
Kost



Concepts
for Sale

Behind the Scenes

AS READ IN THE PRESS

Zware Jongens Launches Zware Kost: A Division Focused on Hospitality and F&B Brands

Amsterdam – Antwerp

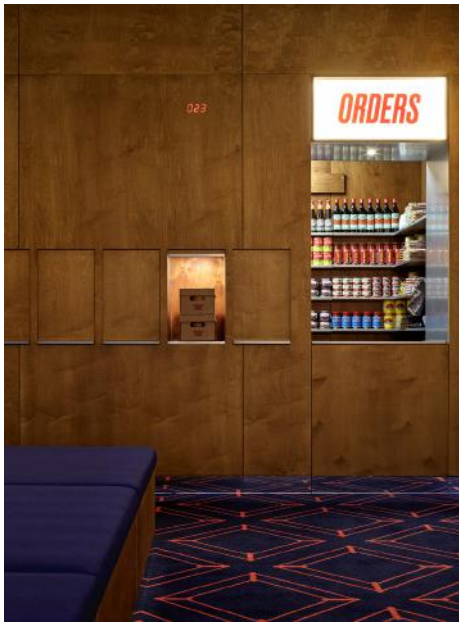
Belgian-Dutch concept and design agency Zware Jongens launches a division that focuses entirely on hospitality, food & beverage. Zware Kost bundles years of international experience into a new and dynamic package of services & concepts.

Zware Kost identifies a growing need for professional and integrated solutions for hospitality and F&B brands. *“We notice that many concepts and brands are struggling. Zware Kost offers a unique combination of creativity, strategic thinking, and expertise in the hospitality and F&B world. The combination with the services of Zware Jongens (concept, design & branding) makes this a winning formula. We can support our clients from A to Z, both in developing new concepts and in relaunching existing brands,”* says Diederik van Lieshout.

“Hospitality is simply in our blood, like a gene we can’t turn off. Even in non-hospitality related projects, we often start from industry principles. The human aspect, but also making sure everything is just right; from concept to experience to purchasing. We are already working on several exciting projects & brands, in Morocco, Spain, Saudi Arabia, but also in our home markets, the Netherlands & Belgium,” adds Filip Janssen.

In addition to its suite of services, Zware Kost continually develops refreshing & innovative hospitality concepts that can be purchased & implemented under a ‘plug & play’ principle. *“Think of it as a library or Netflix of concepts developed & offered to clients by our teams on a permanent basis. Ranging from classics to groundbreaking; there’s something for everyone,”* concludes van Lieshout.

With the launch, Zware Kost expects to provide a strong boost to the hospitality and F&B sector.



We work(ed) with a range of companies you might know. Big and small. Local or without borders: Duvel Moortgat Brewery, Museum Voorlinden, Accor Hotels, Vice Media, Bidfood, Piper-Heidsieck, Café Costume, Sizzles at the Park, Google, PALM Breweries, TivoliVredenburg, Kerel, Gigi, Chinese Box Club, Chidóz, Slow Cabins, Bij Teus, Dinner on the Lake, Puck, Son of a Croque... And many many more.



- 1 Chinese Box Club
- 2 Sizzles at the Park
- 3 Chidóz
- 4 Gigant
- 5 Bello

But First, a Word

We hate the word hospitality. It sounds stiff, boring and cold. Yet a restaurant, bar, drink brand or museum should be the polar opposite. It should be very much alive, giving you all kinds of feelings in all the right places. The best ones have a recognizable signature. A soul.

So yeah, we hate the word, but we do love all things hospitality. Zware Kost can help you make sense of your menu or create it from scratch. We develop groundbreaking concepts, brands and atmospheres. From dream to reality and vice versa.

Fields of expertise

○ Launch

Enter the world with a big bang. We launch F&B brands or venues by creating a buzz like no one else does. Let's make sure everything flows.

○ Strategy

Short and long-term goals are great. But how do you achieve them? With tight analysis, smart positioning and financial planning.

○ Concept

We are known for places and brands that stand out. Like really stand out. So if you're up for that, let's build a strong concept that drives day-to-day decisions and attracts the right people.

○ Consultancy

We've done a thing or two in F&B ourselves. Don't reinvent the wheel and get our expert advice on business performance, services, efficiency, staff training and tech.

○ Space

Let us help improve your space. We'll streamline operations and flow, create better guest experiences and help build a vibe.

For Sale

Looking for the **next big thing**?
Welcome to **The Candy Shop**, where
we showcase **high-potential concepts**
that stand out from the **sea of medi-**
ocrity. These concepts are all for sale.
Take advantage of our teams who
are here to **help you from** strategy to
launch. Sit **back and relax**, all you have
to do is **'press the button'**.



“Layers” is the Italian ice cream shop of lasagne. It’s all about the joy of customiza-
tion, offering a variety of sizes, layers, and
ingredients to create your perfect lasagne.
Just like picking your favorite ice cream
flavors and toppings, here you craft your
ideal Italian dish. It’s all about the joy of
delicious, customizable, and homemade
Italian cuisine.

3 Scoops? No, 5 Layers!

Starting from
€75,000
Ref: ZK_37



Fine Dining, Unboxed.

‘Ken’ revolutionizes the fine dining experience by offering canned versions
of upscale restaurant dishes. This innovative approach allows high-end restaurants
to extend their influence, increase convenience, and establish a prominent local
presence, all while preserving the essence of their culinary excellence.

Ref: ZK_81

Yes, You Can!

Starting from €25,000



Ref: ZK_25

Double the Fun. Minus the Alcohol.

Nono is an innovative non-alcoholic apero bar that offers the lively and sophisticated atmosphere of a traditional cocktail lounge, minus the alcohol. This unique venue is dedicated to delivering a full-sensory experience.

Starting from €65,000

Dog Life, Tough Life?

Discover 'Doghouse', where dogs and their owners enjoy gourmet meals in a chic, urban setting. Nestled beside a high-end dog day-care, offers a dual menu featuring exquisite steaks for dogs as also for the bosses.

Ref: ZK_62

No!

Starting from €50,000



Starting
from

Terribly Good Things Between Things

€85,000

The idea is straightforward: everyone can do it, the concept is clear, and the product is a timeless classic with endless possibilities. The plan is to share the world's most delicious croques, made from top-quality ingredients. Together, we take the classic croque to the next level.

Ref: ZK_01



Your Uber

for

Espresso

Starting from €80,000

Ref: ZK_88

This “Coffee Taxi” revolutionizes urban coffee culture by combining the convenience of electric bikes with the luxury of La Marzocco machines. Via an intuitive app, this mobile service lets baristas-on-wheels deliver artisanal coffee directly to customers anywhere in the city. Each day ends with profit calculation and earnings distribution, ensuring a smooth and rewarding experience for both baristas and coffee enthusiasts.



1 Home, 5 Destinations



This innovative concept takes the basic structure of a fishing hut and transforms it into a barn-like space that serves as a shell for the Mercedes Unimog, which is the primary living area. The barn is simplified, open, and partially unfinished, emphasizing its role as an extension of the outdoors. It provides additional sheltered space for activities that complement the compact living quarters of the camper.

In this vision, the barn is not meant to be a standalone house but a supplementary structure that enhances the Unimog’s functionality. It offers a covered area for relaxation, cooking, or socializing, without the full amenities of a house. Its simple construction makes it cost-effective to build across five countries: The Netherlands, Spain, Portugal, France, and Switzerland.

Starting from €55,000

Ref: ZK_54

Let the Good Times Roll (to You)

Starting from €75,000

Rolls Rolls emphasizes the art of rolling the perfect wrap. Each ingredient is chosen for its quality and flavor, and each wrap is rolled with precision and care, resulting in a culinary masterpiece that is as pleasing to create as it is to consume.

Just as one might select the finest tobacco or herbs, Rolls Rolls focuses on high-quality, fresh ingredients. Proteins are tender and flavorful, cheeses are carefully chosen for their texture and taste, and vegetables are crisp and vibrant.



A unique slide system where the drapes (wraps) are elegantly rolled and delivered directly to you!

Ref: ZK_03



Chop Kind, Eat Smart!

A revolutionary concept that blends the art of butchery with the world of vegetables, catering to the modern, health-conscious consumer. The Plant Butcher also operates as a cozy café. Here, patrons can enjoy a menu of freshly prepared, veggie-centric dishes that showcase the versatility and flavor of plant-based ingredients. Not cheap, but very affordable!

Starting from €55,000

Ref: ZK_11

À la Carte

Ref: ZK_99

Do you have an idea, a need, a dream, a vision or a problem? Zware Kost is here to help. After analyzing your context, we'll develop a solid plan and present you with creative ideas that exceed even your wildest expectations.

Carte Blanche

Ref: ZK_00

This starts with mutual trust. We lay all of our cards on the table, to challenge and inspire each other. With a clear brief and a deep understanding of your needs, we create a tailored concept just for you. Sit back, relax, and let us handle the rest. When you give us the green light, carte blanche is a recipe for our collective success.

Price on request

PS: this is just a glimpse into The Candy Shop. Want to know more about a concept or our expertise? Let's talk!

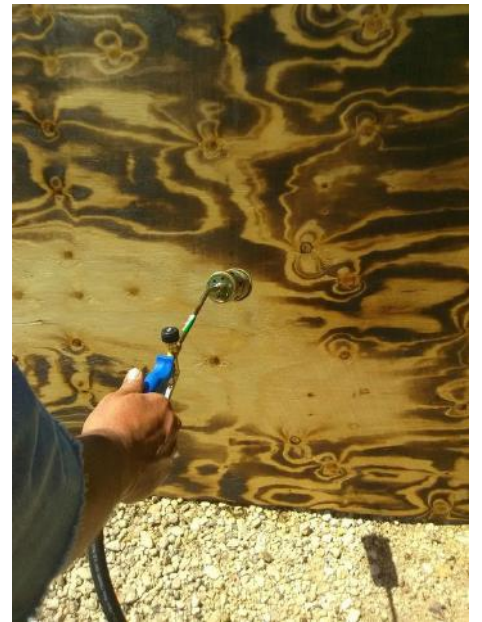
**+31 85 04 300 56 85
letthemeatconcepts@zwarekost.com**



So what's cooking now?

A boutique hotel in Marrakech, a wood fire concept on the Belgian border, a pan-Asian food concept in Riyadh, a dream come true in southern Spain, your shortcut to paradise (but in limited batch), the revival of hospitality in a world-famous museum, something with ice, something really cool with tea, something hot with coffee.

Your next big thing on our menu?



Images in this newspaper:
Zware Jongens, Gert-Jan van den Bergh,
Museum Voorlinden, AI, Arne Jennard, Buro Bonito,
Maarten Willemstein