

# Czech crown restaurants



## CZECH BEER

The brand **Pilsen type beer**, named after a city in the Czech Republic Plzeň is known all over the world and **guarantees** high quality and exceptional **taste**.

Beer of this type, brewed in the microbrewery is a life beer, **rich** in flavor and full of **vitamins**, which thanks to the technological process remain contained in beer even after brewing.

## CZECH CROWN RESTAURANT

Czech Crown restaurant **satisfies** even the most demanding **clientele**. In its concept combines both tradition and modern design. The concept can be adjusted to every location of various dimensions. For all our customers it offers maximum comfort, pleasant environment, quality cuisine, excellent beer and professional staff. Czech Crown restaurant is a **guarantee** of quality, availability and **higher standard** of gastronomy and brewed beer under the brand **Czech Crown**.

The tradition of beer brewing in the Czech Republic dates back to the year of 993 AD, when the historically first recorded beer brewing process took place. Since then, not only the recipes and properties of raw materials have improved, but also the technology has developed, ensuring production of today's excellent Czech beer of Pilsen type, rich in vitamins and delicious taste.

**Czech Crown restaurant** is a part of this tradition and uses Czech raw materials, recipes and technologies for brewing.

## BECOME A PART OF CZECH CROWN

Whether you are an **established restaurant** and think about an interior design change or think about opening a **new one** with an interesting concept or simply look for a good **investment opportunity** with the guarantee of quick return on the investment, do not hesitate to contact us.

## CZECH CROWN OFFERS

- **Microbrewery** CON-BEER®
  - as a part of the interior of the restaurant
- Equipment from the Czech Republic
- Elements of Czech culture as an integral part
- Transfer of **know-how**

- guaranteed quality
- Training of your staff
- **Trademark** Czech crown
- Tailor-made restaurant design
- Marketing **support**



Right from the heart of Europe, from the former Czechoslovakia comes an excellent product, wonderful people, **guaranteed professionalism** and unique experience in the form of Czech restaurant Czech Crown. Offer beer that has been loved by our kings and that name has become famous worldwide for its area of origin. You can also brew Pilsen type beer, supplemented by unique and traditional Czech cookery recipes, which you will not find elsewhere in the world. Boost your restaurant to a higher gastronomic experience and offer this opportunity also to your customers. Thanks to Czech Crown concept, you can have Czech treasures under one roof.

## Contact us:



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# Czech crown r e s t a u r a n t s



## ***The Czech Republic lies in the heart of Europe. It is a cradle of brewery, which has its roots and long tradition here.***

Thanks to its location, the Czech Republic has ideal conditions for hops growing, which gives beer its flavor and support the quality of beer.

The Czech Republic is with 140 liters of beer per person number one in the world in beer consumption. This is also a result of many foreign tourists, who visit the Czech Rep. not only for its beauty but also for an unique beer culture. The Pilsen type beer is famous around the world. In recent years, microbreweries are becoming more and more popular. Every restaurant owner is able to create and produce own beer under own brand and offer it to its customers. It also allows the owner to react quickly to actual trend and change in demand.

Even though the number of microbreweries in the Czech Rep. increases rapidly, they do not compete with each other. They rather complement the supply on the market with individual beer and approach.

***Beer brewed in microbrewery*** differs from a standard beer. It is unfiltered and unpasteurized.

Thanks to that, this life beer contains more vitamins, minerals and nutrients, which positively affect your health.

As a result you get an excellent beer with unmistakable taste and at the same time get to create your own recipes, complementing the basic type and brand of beer Czech Crown.

EXCEPTIONAL PRODUCT  
WONDERFUL PEOPLE  
PROFESSIONALITY  
UNIQUE EXPERIENCE

***Microbrewery CON-BEER® COMPACT*** allows to brew all types of beer. You are not limited to only one type. You can also brew specials which are suitable for seasonal demand. For example: Christmas - spiced beer, Easter - green beer. Whether the specials become popular throughout the year depends only on you. If you don't brew it, you will never know.

The basic equipment of every Czech Crown restaurant is the microbrewery CON-BEER® COMPACT with a 10 HL, or 5 HL brewhouse and 4 CC tanks for fermentation and ageing. We will recommend the appropriate size to you based on your monthly sales of beer. The output can be increased in the future with maintaining the current technology, by only adding CC tanks.

We will place the microbrewery as a visual part of the restaurant interior according to your current layout or recommend a new architectural design.

A microbrewery with your own original types of beer in your restaurant will become the reason that your customers will be happy to come back and enjoy a specific taste and quality of your own Czech life beer.

***The Czech Crown concept includes*** not only a trademark, but potential for your current or a new restaurant.

Use the opportunity to grow. Acquire a know-how of how to brew beer and cook famous Czech dishes.

The concept includes technology for brewing, storing and draft beer dispensers of high quality. You can rely on trained staff involved in functioning of the restaurant because that also affects the quality of the beer.

The process of beer making starts with brewing, continues with storing under appropriate conditions and ends with correct way of serving. All that is in hands of people who are the key element for creating a high quality beer.

With our concept of Czech Crown, we will train your own brewer, a chef and a crew in a pleasant environment of Czech Crown restaurant.



***If the offer of Czech Crown concept interests you, do not hesitate to contact us for more information and details. We are ready to offer you various models for acquiring the Czech Crown trademark. Every customer is individual for us, therefore the offer will be prepared based on your individual requirements and wishes.***

