

Brand Store Franchise Opportunities



Our Story



25 million / annual
sales (euro) and growing

26 years
of family business

33
brand stores
(including 4 franchises)

>550
employees

“Biržų duona” is one of the oldest and largest Lithuanian bakeries. Although founded in 1953, we mark our rebirth in 2001, when the company was privatized by the Kurganov family, who remain heart and soul of the business to this day.

By joining forces, we managed not only to revive the bakery but also to grow it into one of the most successful in Lithuania, valued by customers for innovation, freshness, sustainability, and the preservation of family values.



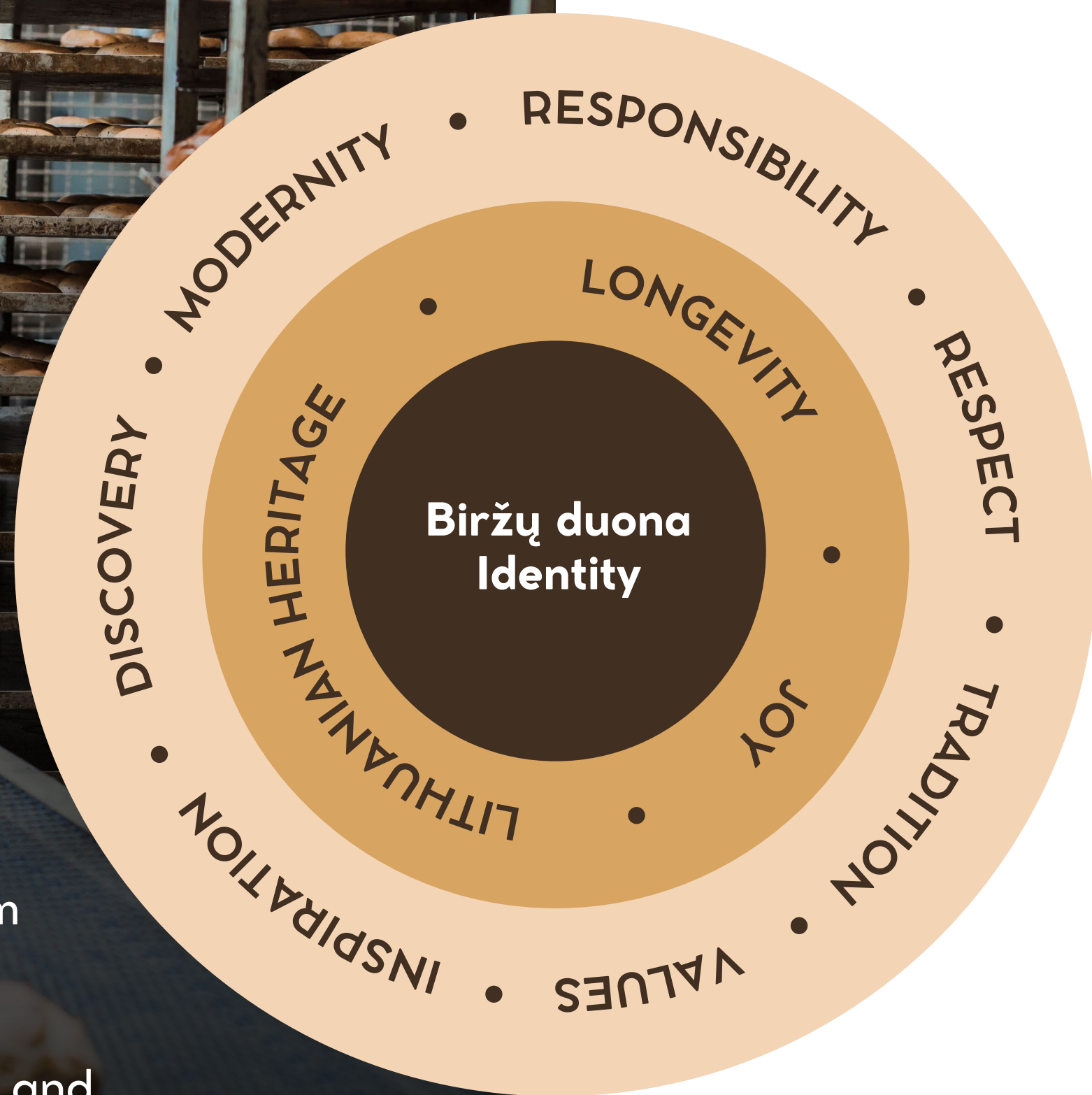
We create unique products with respect for Lithuanian traditions and the environment. We are open to innovation.

Wide range of healthier choices: whole grain, keto, gluten-free, and low-sugar products.

Our values



We work to ensure that only the highest quality and most exceptional flavors reach our customers. We preserve the long-standing wisdom of bread-baking traditions by using a sourdough starter matured for 12 hours. We are constantly innovating, seeking ways to improve our products and surprise our consumers. We grow every day, regularly supplementing our traditional assortment with confectionery popular in other parts of the world.



AUTHENTICITY

A Lithuanian family business creating a genuine, simple, and open relationship with the customer.



COURAGE

We are innovative and bold, creating advanced products never seen before in Lithuania.



RESPONSIBILITY

We care about the environment and community well-being, create jobs, participate in initiatives, and cherish our land and its people.



CREATIVITY

We believe in the power of creation: we boldly initiate unique products and use inventive production and non-traditional communication methods.

Why Choose Our Franchise Model



We successfully operate our own retail network and have a proven business system.



Our products receive high customer ratings, ensuring a stable base of loyal buyers across Lithuania.



While we successfully open up to 5 new locations per year, we feel a strong demand to be closer to people. We chose to grow together with partners who share our values.



Long-term vision: to become the most valued bakery in Lithuania and beyond.



Product Range



WE CARE ABOUT EVERYONE

Most “Biržų duona” products are made from natural ingredients. We are constantly expanding our healthier range: gluten-free, no added sugar, and keto products.



WE ARE BELOVED

Our products have won customer hearts and numerous awards, including recognition for exceptional packaging design.

We are proud to hold the IFS (International Featured Standard), an international food safety and quality standard confirming that the bakery adheres to the highest production, hygiene, and control requirements.

It guarantees that:

- products are safe and of high quality
- production processes are constantly monitored
- the company meets strict international requirements expected by retail chains and consumers.



WE MAKE GELATO

High-quality gelato-style ice cream made according to Italian recipes. We also offer keto ice cream.



WE ARE INVENTIVE

Over 300 products to choose from: bread, buns, cakes, cookies, spit cakes, desserts, and snacks. Including keto and gluten-free options.



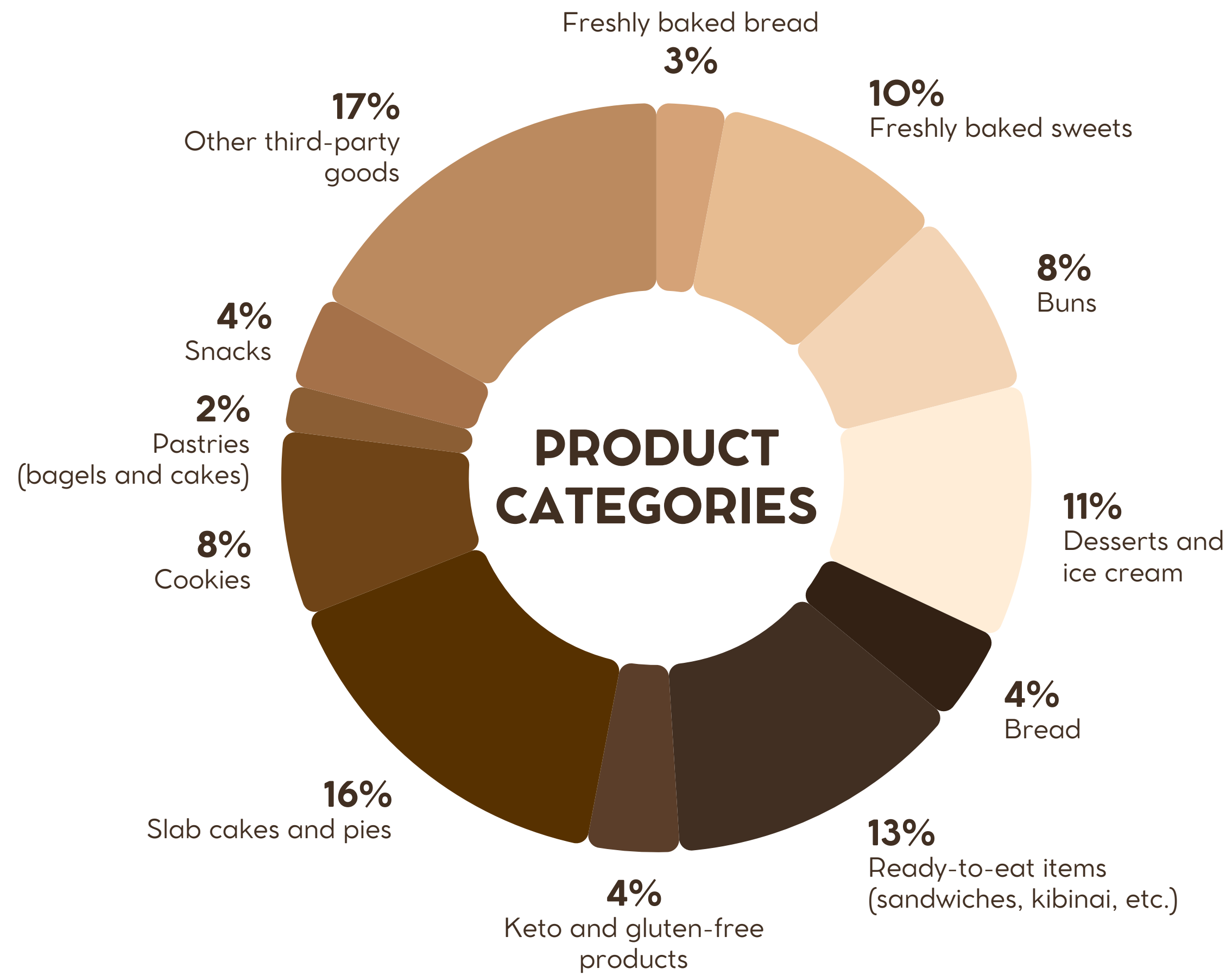
WE INNOVATE

We are always looking for new challenges while nurturing baking traditions. Our innovation and product development team works continuously to refine products and create unique recipes.



*Sustainable Brand Index™ 2021, 2022, 2023, 2024 m. vartotojų tyrimų duomenimis.

Product Categories



Coffee



We purposefully develop the coffee category as a major source of additional profitability. We partner with “Taste Map”, specialty coffee roasters based in Lithuania. Their team has won national coffee championships and represents Lithuania in world-class competitions.

Our coffee highlights:

- premium quality beans from trusted farms
- roasted in Lithuania to ensure freshness and consistent flavor
- continuous quality control
- professional coffee machines in all brand stores
- trained baristas and standardized recipes help maintain stable quality and taste

30%

In larger locations, the beverage category generates up to 30 percent of total sales.

Our Customers

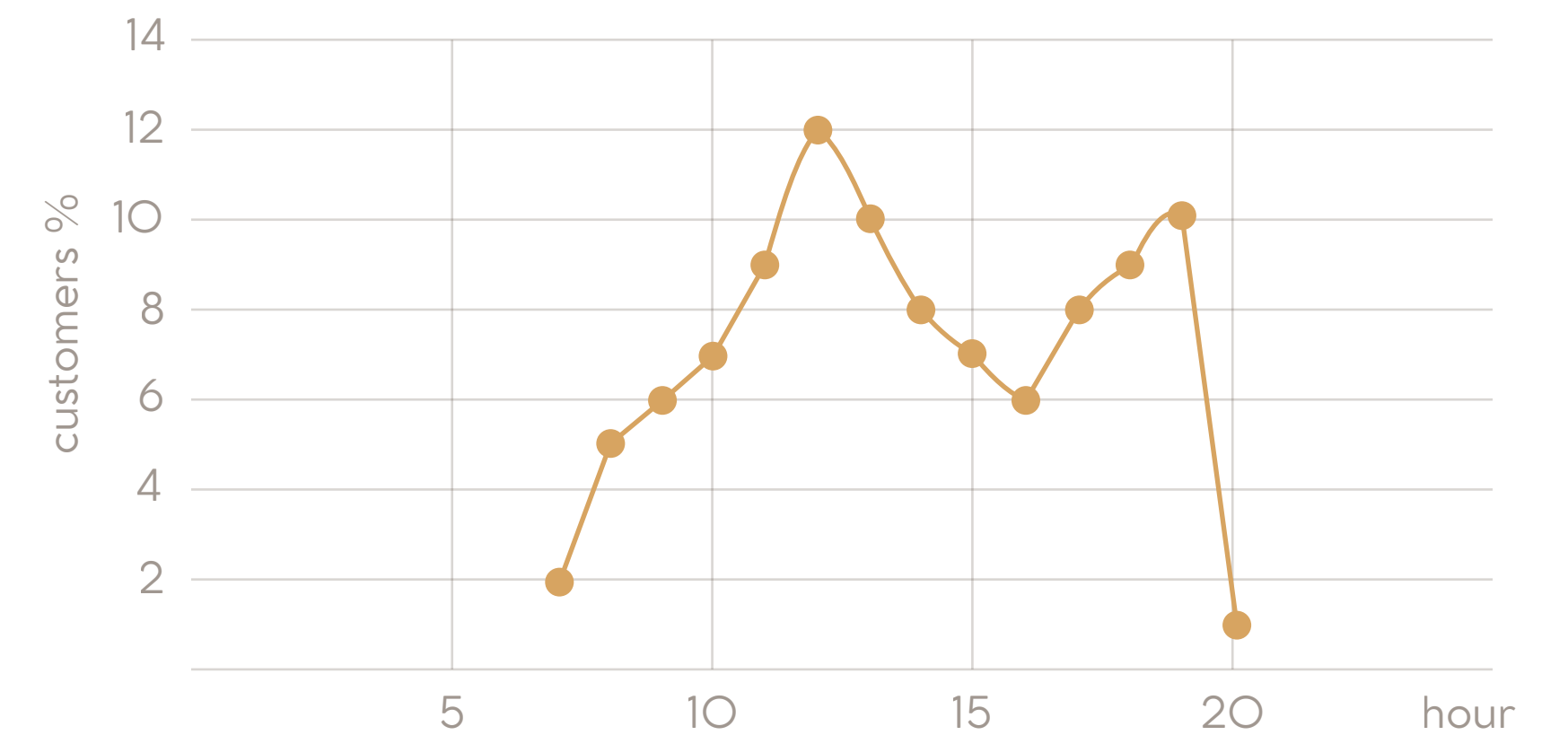


 **6-7 €**
Average basket


 **40-100 K €**
Monthly turnover


 **300-500**
Daily foot traffic per store

Average hourly customer flow %



 **80%**
women

 Middle to
high income

 **70%**
families

Store Geography



Anykščiai

Kepinių namai, Baranausko a. 16

Biržai

Kepinių namai, Vytauto g. 36
Krautuvė, Plento gatvė 6
Kęstučio gatvė 6

Klaipėda

H. Manto g. 3
H. Manto g. 36
Liepų g. 81
Akropolis, Taikos pr. 61

Kaunas

Laisvės al. 89
Centrinis Kauno turgus,
Pramonės pr. 16
Islandijos plentas 32

Kupiškis

Kepinių namai, Gedimino g. 53N

Marijampolė

Dariaus ir Girėno g. 3a

Palanga

Vytauto g. 61

Panevėžys

Ukmergės g. 14
Ukmergės g. 23

Pasvalys

Vilniaus g. 42

Rokiškis

Respublikos g. 7

Šiauliai

Aido g. 8
Akropolis, Tilžės g. 109

Utena

Aušros g. 79

Vilnius

Visalaukio g. 1
Gedimino pr. 44a
Jeruzalės g. 4
Kalvarijų g. 3
Akropolis, Ozo g. 25
Outletas, Vytauto Pociūno g. 8
Ogmios miestas, Verkių g. 29J
Vasario 16-osios g. 5
Savanorių pr. 46
Fabijoniškių g. 2
Medeinos g. 8



 **3-5**
new stores per year

 **33**
stores

 **2014**
the brand store
network was launched

Store Types and Interior



Bakery House (Store-Cafe)

Recommendations for suitable premises

- Area 80 to 200 square meters, ceiling height from 2.8 m to 6 m.
- Purpose: catering or retail.
- First floor with large display windows.
- 20 kW electricity, water, sewage.
- Lease: long-term 5 to 10 years.

Recommended location

- Busy areas with high pedestrian traffic such as old town, city center, or shopping mall.
- Easy parking or a bus stop within 100 meters.
- Additional advantage if outdoor seating is possible during the warm season.
- For shopping mall locations: traffic of approximately 100,000 visitors per month.

Interior Style

- Materials: natural wood, glass, metal, warm lighting.
- Space zones: retail shelves, display cases, cafe area, kids zone.
- Dominant colors: brown, black, grey granite, black metal, moss green.
- Decorative elements: live plants, industrial elements, comfortable furniture, bright and spacious areas, homey feel, ethnic motifs.
- Music: acoustic versions of popular songs.
- Services: free water, charging points, WiFi.

Store Types and Interior



Brand Store

Recommendations for suitable premises

- Area 50 to 80 square meters, ceiling height from 2.8 m to 6 m.
- Purpose: catering or retail.
- First floor with large display windows.
- 20 kW electricity, water, sewage.
- Lease: long-term 5 to 10 years.

Recommended location

- Busy areas with high pedestrian traffic such as old town, city center, or shopping mall.
- Easy parking or a bus stop within 100 meters.
- For shopping mall locations: traffic of approximately 100,000 visitors per month.

Interior style

- Materials: natural wood, glass, metal, warm lighting.
- Space zones: retail shelves, display cases, bar tables or several café tables.
- Dominant colors: brown, black, grey granite, black metal.
- Decorative elements: industrial elements, bright and spacious areas, homey feel, ethnic motifs.

A Secure Business Model



Royalties apply only after reaching a 30,000 EUR turnover.



High customer ratings and steadily growing sales show trust in the "Biržų duona" brand.



Products at cost price directly from the manufacturer.



Transparent conditions with no hidden costs. Less risk, more peace of mind.



No logistics fees for franchise partners.



Centralized production
Optimized supply chain
Ready-to-use operational standards
Proven business model



Our goal is long-term partnership and sustainable growth. We invest alongside our partners because your success directly impacts our results.



Franchise Terms



Franchise types

single unit, multi-unit, or territory

Franchise fee

10 000 € one-time fee
Royalty fee: 5 percent monthly sales fee
Marketing fee: 1 percent

Contract term

5 to 10 years

Target territories

major Lithuanian cities, regional towns, or neighboring countries such as Latvia, Estonia, and Poland

Total premises area

50 to 200 square meters for production and service

Initial investment

from 60 000 € to 100 000 Eur
depending on store type and equipment



Professional Consultations



- ✓ Interior concept preparation.
- ✓ Continuous training to improve staff competence.
- ✓ Support during the store opening.

The “Biržų duona” development team provides full support to franchisees throughout the store setup process, from site selection to opening.

The team advises on premises suitability, lease terms, and design solutions to help avoid common mistakes.

Specialists coordinate and advise on store design, planning, and technical issues, working with your chosen architects, contractors, and landlords to ensure brand standards and cost control.



Marketing Support



Design and production of signage and interior visuals.



Google Business profile setup and review management.



Essential marketing templates and designs.



Provision of posters, price tags, POS materials, and digital visuals.



Assistance with local social media campaigns as needed.



Pre-opening and market entry support.



Holiday decor materials for partners.



Christmas and Easter decoration concepts.



Background music selection.



Access to branded packaging, souvenirs, and staff uniforms.



Supply of accessories and promotional material.

We are here to work together, listen to your ideas, and increase network visibility.





Contacts

Evaldas Poškus
franchise@birzuduona.lt
+370 609 38332

