

COTTON ST MORITZ

BUDGETS 2027-2028

Private & confidential

COTTON ST.MORITZ - Budget assumptions, season 2027/28

Monthly drivers	Nov (pre-open)	Dec	Jan	Feb	Mar	Apr	Off-season May–Oct	Note
Open days	0	20	31	29	31	15	0	*Open ~12 Dec to Easter Mon 17 Apr 2028*
Restaurant covers per day	0	90	75	110	85	60	0	*Lunch + dinner. Peaks: New Year, Feb half-term*
Food spend per cover	-	90	90	90	90	90	-	*CHF per guest*
Beverage spend per cover	-	90	90	90	90	90	-	*CHF per guest; drinks ~50% of restaurant revenue*
Lounge / après nights	0	12	12	14	12	5	0	*Thu–Sat plus holiday peaks*
Lounge guests per night	0	100	100	100	100	100	0	
Lounge spend per guest	-	70	70	70	70	70	-	*CHF, beverage-led*
Events & private hire	-	30,000	20,000	40,000	30,000	-	-	*CHF per month; off-season block = 6 months total*
Months in column	1	1	1	1	1	1	6	*Off-season column covers 6 months*
Staff (FTE)	4	24	22	26	24	16	1	*Lean cross-trained team; Nov = pre-opening; off-season = GM retained*
Avg gross salary per FTE / month	4,700	4,700	4,700	4,700	4,700	4,700	4,700	*CHF blended; staff pay their own housing from salary*
Head chef premium / month	10,000	10,000	10,000	10,000	10,000	10,000	-	*Gross top-up on blended salary to hire a top head chef (Nov–Apr)*
Energy & water	3,000	6,000	6,500	6,500	5,500	3,500	3,000	*CHF; off-season = 6-month total*
Repairs & maintenance	2,000	5,000	5,000	5,000	5,000	3,000	6,000	*CHF*
Professional services*	6,000	6,000	6,000	6,000	6,000	6,000	12,000	**Accounting, legal, payroll*
Marketing, PR & promotion	20,000	20,000	8,000	8,000	8,000	6,000	-	*Launch front-loaded Nov–Dec (70k season)*
Furniture / decoration	5,000	3,000	2,000	2,000	2,000	-	-	*Running items; fit-out capex excluded*
DJs	-	4,000	4,000	4,000	4,000	2,000	-	
Entertainment	-	4,000	4,000	4,000	4,000	2,000	-	
Others	3,000	5,000	5,000	5,000	5,000	3,000	6,000	
Fixed rates								
Food cost %	33.0%	*Target food cost on food revenue*						
Beverage cost %	28.0%	*Wine, Champagne, spirits blended*						
F&B cost cap	31.0%	*Hard cap set by Christian: max 31% of F&B revenue*						
Employer social charges %	16.0%	*AHV/IV/EO, ALV, BVG, UVG, FAK*						
Staff cost target	30.0%	*Target set by Christian: ~30% of revenue, as in Ibiza*						
Card commission % of revenue	1.8%	*Ibiza runs ~2.2%*						
Rent per month	20,000	*12 months payable on a 10-year lease*						
Insurance per month	1,000							
Phone, wifi & alarm per month	600							
Bank costs per month	200							

COTTON ST.MORITZ - Budget season 2027/28 (CHF)

Built on the Cotton Beach Club Ibiza budget framework. All figures link to the Assumptions tab.

	Nov (pre-open)	Dec	Jan	Feb	Mar	Apr	Off-season May–Oct	Total	% of income
INCOME									
Restaurant – food	-	162,000	209,250	287,100	237,150	81,000	-	**976,500**	*39.7%*
Restaurant – beverage	-	162,000	209,250	287,100	237,150	81,000	-	**976,500**	*39.7%*
Lounge & après	-	84,000	84,000	98,000	84,000	35,000	-	**385,000**	*15.7%*
Events & private hire	-	30,000	20,000	40,000	30,000	-	-	**120,000**	*4.9%*
TOTAL INCOME	**-**	**438,000**	**522,500**	**712,200**	**588,300**	**197,000**	**-**	**2,458,000**	*100.0%*
FIXED COSTS									
Rent	20,000	20,000	20,000	20,000	20,000	20,000	120,000	**240,000**	*9.8%*
Insurance	1,000	1,000	1,000	1,000	1,000	1,000	6,000	**12,000**	*0.5%*
Phone, wifi & alarm	600	600	600	600	600	600	3,600	**7,200**	*0.3%*
Energy & water	3,000	6,000	6,500	6,500	5,500	3,500	3,000	**34,000**	*1.4%*
Card commission	-	7,884	9,405	12,820	10,589	3,546	-	**44,244**	*1.8%*
Bank costs	200	200	200	200	200	200	1,200	**2,400**	*0.1%*
Total fixed costs	24,800	35,684	37,705	41,120	37,889	28,846	133,800	**339,844**	*13.8%*
VARIABLE COSTS									
Food & beverage	-	131,490	157,263	214,771	177,332	59,210	-	**740,065**	*30.1%*
Gross salaries	28,800	122,800	113,400	132,200	122,800	85,200	28,200	**633,400**	*25.8%*
Employer social charges	4,608	19,648	18,144	21,152	19,648	13,632	4,512	**101,344**	*4.1%*
Total variable costs	33,408	273,938	288,807	368,123	319,780	158,042	32,712	**1,474,809**	*60.0%*
OTHER COSTS									
Repairs & maintenance	2,000	5,000	5,000	5,000	5,000	3,000	6,000	**31,000**	*1.3%*
Professional services*	6,000	6,000	6,000	6,000	6,000	6,000	12,000	**48,000**	*2.0%*
Marketing, PR & promotion	20,000	20,000	8,000	8,000	8,000	6,000	-	**70,000**	*2.8%*
Furniture / decoration	5,000	3,000	2,000	2,000	2,000	-	-	**14,000**	*0.6%*
DJs	-	4,000	4,000	4,000	4,000	2,000	-	**18,000**	*0.7%*
Entertainment	-	4,000	4,000	4,000	4,000	2,000	-	**18,000**	*0.7%*
Others	3,000	5,000	5,000	5,000	5,000	3,000	6,000	**32,000**	*1.3%*
Total other costs	36,000	47,000	34,000	34,000	34,000	22,000	24,000	**231,000**	*9.4%*
TOTAL COSTS	**94,208**	**356,622**	**360,512**	**443,243**	**391,669**	**208,888**	**190,512**	**2,045,653**	*83.2%*
BALANCE (EBITDA)	**(94,208)**	**81,378**	**161,989**	**268,957**	**196,631**	**(11,888)**	**(190,512)**	**412,347**	*16.8%*
EBITDA margin	-	18.6%	31.0%	37.8%	33.4%	(6.0%)	-	**16.8%**	
CHECK: F&B cost % of F&B revenue	-	30.0%	30.1%	30.2%	30.1%	30.1%	-	**30.1%**	**Within 31% cap**
CHECK: Staff cost % of revenue	-	32.5%	25.2%	21.5%	24.2%	50.2%	-	**29.9%**	**On 30% target**

Cotton

LIFESTYLE GROUP

FOR MORE INFORMATION PLEASE CONTACT:

Chris Cotton

Lifestyle Concept Creator

+34 633 622 000

christian@cottonlifestyle.com

www.cottonlifestyle.com

