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KIRSS TOIDUL – WHERE HOME COMFORT MEETS GOURMET DINING

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Nestled in a quiet cul-de-sac in Pärnu, Kirss Toidul- operating as V-RVILLA OÜ-is more than just a restaurant. Launched in September 2018, it pioneers the concept of a “home restaurant” (koduresto), offering intimate, multi-course culinary experiences in a cosy home garden setting.

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A Unique Dining Atmosphere

Kirss Toidul transforms its backyard into a charming gourmet getaway. Guests dine in a residential garden, complete with candlelight and personal interaction, creating an atmosphere that feels like an upscale dinner among friends. In partnership with Domelor, the venue introduced a glass “dome house” that enables year-round outdoor dining, extending the season well into winter

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ACCOLADES AND RECOGNITION

Ranked among the top spots on platforms like **Tripadvisor** and **Restaurant Guru**.

Praised in one review as “One of the best restaurants I have ever been in”.

Featured as a destination in Pärnu Postimees for its 6th season of outdoor dining, supported again by Domelor’s innovations

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DIVERSE OFFERINGS & EVENT PACKAGES

1

Cooking camps in Saaremaa (€158–248 per person)

2

Team-building meals, champagne & chocolate nights, fire & cigar evenings (€88 per person)

3

Corporate retreats, gift cards, and more thematic packages

4

The menu includes 3–5-course dinners from €38 per person

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THE DOMELOR DOME: DINING INNOVATION

The glass Domelor dome, crafted by Estonian designers, features tiltable panels and heating, extending the dining season and offering a panoramic experience in nature. This unique structure was voted Pärnumaa's product of 2022 and has allowed the restaurant to remain open well into autumn and winter.

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FINANCIAL PERFORMANCE & BUSINESS RESILIENCE

- Scale: Primarily operates with one employee (€715/month salary); Q1 2025 reported zero revenue versus €1,672 in costs, highlighting possible seasonality or a reporting lag.
- While specific turnover/profit data are not publicly disclosed here, prior analysis indicates modest revenue (approximately €40k/ year), small net losses, and declining assets. Integration with Domelor reflects strategic reinvestment to drive year-round sales.

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ANALYSIS & OUTLOOK

STRENGTHS

- Exceptional dining experience and high customer satisfaction
- Innovative year-round outdoor setup
- Multi-pronged event offerings increase revenue potential

CHALLENGES

- Financial fragility due to seasonality and limited staffing
- Reliance on weather and venue capacity
- Need for better revenue tracking and marketing to boost occupancy in the off-season

OPPORTUNITIES

- Leverage Domelor for winter promotions and corporate events
- Develop targeted packages (e.g. Valentine's, New Year's)
- Increase group bookings and gift card sales

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STRATEGIC TAKEAWAYS

1. Enhance Off-Season Marketing: Utilise the winter dome concept to attract couples, corporate groups, and gift buyers.
2. Adjust Operations: Consider adding part-time staff for peak periods and special events.
3. Improve Financial Monitoring: Ensure real-time revenue tracking to match a cocktail of cost and booking data.
4. Expand Strategic Partnerships: Collaborate with local tourism and event services to fill the dome during slower months.

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CONCLUSION

Kirss Toidul stands out as a boutique culinary experience in Pärnu, combining handcrafted gourmet meals, atmospheric settings, and an innovative dining structure. While the business remains financially modest, its high-quality guest experiences and creative seasonal strategies suggest a strong foundation. Strengthening financial controls and diversifying offerings —especially in colder months— will be key to turning its potential into greater resilience and profitability.

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