

Wallace Bar

One of the strongest products at Münchner Freiheit since 2017. Communicated like an empty listing.

Cocktail Bar	Munich, Germany	2026	Brand Audit & Strategy Sprint
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THE CHALLENGE

4.5 stars across 409 Google reviews, 100% recommendation rate on Facebook. External media like Geheimtipp München describe the Wallace Bar more precisely than the bar describes itself.

Instagram bio: 'Cocktails. Wine. Beer.' 22 posts since 2017. Website title: 'Bar'. The English name and wood-panelled interior lead walk-in guests to expect a pub. The product is a cocktail bar.

Declining willingness to pay in the Munich hospitality market is putting prices under pressure. Without a clear positioning, the value of the bar cannot be defended.

THE APPROACH

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| 01 — Brand Audit | Systematic analysis of 409 Google reviews, competitive analysis of 8 bars in the Schwabing/Maxvorstadt area including a positioning map, on-site observation and founder interviews. |
| 02 — Strategy Sprint | Core insight: the English character is a costume, not the brand core. The real differentiator is the daily presence of the owners behind the bar. New positioning: 'Cocktails, no show. Two bartenders, one bar.' |
| 03 — Strategic Foundation | Full brand strategy document: brand core, differentiating factors, competitive territory, messaging framework, proof points, brand story and visual principles. |

THE OUTCOME

16 Strategy sections, fully backed by data from market, review and competitive analysis	8 Competitors systematically analysed including positioning map	Confirmed Both owners approved the new positioning and strategy direction
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STATUS

- Strategy phase complete. Positioning confirmed by both owners. Implementation ongoing.