



**EmpowerHer**

Empower Women Entrepreneurs

# CASE STUDY



Case study: Tetiana Kudatska  
Country: Austria



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## Success in Emigration:

### The story of Tetiana Kudatska

### From Kyiv to Vienna: The Sweet Success of KASHTAN Patisseries

Tetiana Kudatska's story begins in Kyiv, Ukraine, where she worked her way up to high-end hospitality, managing restaurants and working in prestigious hotels like the Fairmont. But in 2022, the outbreak of the Russian-Ukrainian war forced her to leave her home and seek refuge in Austria, where her sister had already lived for a decade. What started as a temporary visit soon became a promising new chapter in Tetiana's life – the beginning of a remarkable entrepreneurial journey in Vienna.

## Leadership skills

Already at the beginning of her time in Austria, Tetiana began working in gastronomy as she was already familiar with this field from her work experience in Ukraine. Despite her background and years of experience, she started in a basic role again, as a runner in an Austrian restaurant, in order to learn as much as possible about the local gastronomic system, cultural specifications as well as to improve her German skills.

Tetiana attended German courses provided by the Austrian government for Ukrainian refugees and later started working in a Ukrainian café, where she could apply her leadership skills thanks to a more familiar linguistic environment.

## Building a business

Drawing from her own experience in hospitality, a gap in the market was quickly identified: high-quality handmade desserts that are accessible to everyone, not just guests of luxury restaurants. "I saw that many people didn't feel comfortable going into fancy places,"

Tetiana recalls, "so I wanted to offer the same quality, but in a welcoming, simpler space. I wanted it to be something people could afford and enjoy without feeling intimidated."



Together with her boyfriend, also a Ukrainian citizen whom she met in Vienna, she decided to launch her own business, KASHTAN café. In 2024 the first location was opened, specialising in handmade artisanal desserts. The business quickly expanded, and within two years



KASHTAN grew to a business with seven shops in popular locations in Vienna.



To manage cost and logistics better, Tetiana introduced a clever idea: the central production kitchen for all the cakes that are served in the cafés was established in an area of Vienna where rent is cheaper. This makes it possible to supply all shops efficiently and avoid additional



expenses for multiple patisserie chefs. It was for a big part this strategy that enabled KASHTAN's rapid expansion, as each new shop increased brand visibility and customer trust.

### Challenges

Tetiana explains that the initial months were the most difficult ones, marked by financial strain and the realisation that quality alone does not guarantee customers. Despite everything, Tetiana and her team never gave up, maintained their quality and invested heavily in marketing, especially over social media, and also explored cooperations with certain influencers. This added strongly to the KASHTAN brand becoming more visible and better known.

### Social Impact

Tetiana takes pride in providing jobs and opportunities, helping others rebuild their lives in Austria as she did a few years ago. Tetiana's journey highlights the importance of perseverance and adaptability. She advises aspiring entrepreneurs, especially migrants, to

expect difficulties and longer timelines to succeed than anticipated. "You will always need more money than you expect – think about how much you might need and double that number", she notes, emphasising the need for good financial planning paired with risk assessment.

### Future Plans

After the rapid growth of her business in the last few years, Tetiana and her team are now focused on refining their operations, improving quality in their existing stores as well as structuring their business for long-term success.

Her story is a testament to resilience, innovation and the power of turning difficult life situations into new opportunities.



*If you would like to learn more about the KASHTAN cafés you can visit their [Website \(www.kashtan.at\)](http://www.kashtan.at) or [@Instagram @kashtan.wien](https://www.instagram.com/kashtan.wien).*