

Cocktail Mixer Brand - SJ1444

This opportunity is a cocktail mixer brand which has become hugely popular after launching just two years ago in early 2022.

Asking $50,000 plus SAV (approx. $20k).

It is currently stocked in over 35 Dan Murphy's stores, along with a distributor in Victoria and WA. There is huge potential to increase sales by appointing a distributor in other states.

They supplied the 2022 and 2023 Melbourne Cup as well as ongoing events throughout the year at Flemington Racecourse. Other customers include beverage retailers and hospitality venues, as well as a retail chain in Singapore. The export market is a significant growth opportunity for the new owner.

The owners are spending less than 5 hours per week on the business and are still making approx. $9,000 per month in sales with gross profit margins approx. 35%. Sales averaged over $20,000 per month in FY23.

Direct to consumer sales is a small but promising part of the business with online advertising showing strong conversion rates.

This would be a great acquisition opportunity for an existing food or beverage business looking to acquire an exciting brand with regular customers and distribution channels in place.

Price	SOLD
Property Type	Business
Property ID	410

Agent Details

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