

Wholesale Food Business for Sale Auckland



‘Delicious’ Opportunity Awaits New Owners Of Wholesale Food Brand – Granny Delicious

Is deliciousness even a word? It is when you’re talking about Granny Delicious! From icing to cakes, mousses, and pudding mixes. Granny Delicious has 16 domestic products created with the home baker in mind, whilst 6 commercial products are catered towards businesses like restaurants, cafes and bakeries.

As a business for sale, Granny Delicious has mass appeal. It’s right up your alley if you are a passionate home baker with a flair for marketing or distribution. It would also be perfect for an existing fast-moving consumer goods manufacturers looking to acquire a national wholesale food brand, and of course, any bakery shops or grocery retailers, for whom this business will be a welcome addition to your existing merchandise line-up. Not to mention the additional revenue stream it creates for such businesses.

Granny Delicious is currently run from the vendors warehouse in South Auckland, however, an incoming purchaser can choose where to locate this national business, which could be anywhere in New Zealand. Furthermore, if you have enough room in your home, such as having spare rooms in your house and a large double garage you could potentially run this business from your own home as well.

All manufacturing has been outsourced via high profile sub-contractors capable of very high volumes as required and as the brand grows, and the owner can simply manage the client liaison, assembly of packaging and courier logistics.

With its incredible and also unique range of products, comprehensive stock and packaging volumes ready to satisfy all orders from day one of ownership, as well as established supplier relationships – you can hit the ground running!

The buyer of this business is acquiring:

- All Intellectual Property including social media, websites, branding and trademark logos.
- All recipes inclusive of many certified gluten free products in the range already developed, tried and tested.
- Long life testing for extended shelf life – many products up to 4 years with no additives in the ingredients or anywhere in the manufacturing process.
- A range of assets including professionally purpose-built show stands.

The current vendor has other commitments. The business is actively trading beginning of 2023.

Location: **Auckland**

Asking: **\$60,000**

Type: **Wholesale/Distribution**
/ Retail-Food Other

Contact:

Grace Zhang

09 579 9226 or 027 682 4938

anytime

nzbizbuysell.co.nz/112059

Link Business (Ellerslie)

Licensed REAA 2008

Broker Ref: EL03739


we sell businesses



This business truly has untapped growth potential, so don't let this opportunity pass you by.

To find out more watch the video here [youtube.com/watch?v=2dnIA_86ms0](https://www.youtube.com/watch?v=2dnIA_86ms0) or go to linkbusiness.co.nz/EL03739 and press the "Enquire Now" button to complete an online confidentiality agreement.

Grace Zhang, 027 682 4938, grace.zhang@linkbusiness.co.nz

***Some details of the business for sale are confidential and can only be disclosed upon contacting the broker and a completion of a Confidentiality Agreement. Due to the confidentiality of this business a stock photo image may be used to represent the business.

#wholesale #food #auckland

SEMINAR: HOW TO BUY A BUSINESS

Don't know where to start? Want to know what mistakes to avoid?

Register for our Buy a Business Seminar. <https://go.linkbusiness.co.nz/seminars/>



Enquire online at: nzbizbuysell.co.nz/112059