



Proven sales, strong profit margins, loyal customers, tested ads, low overheads - ready to scale with huge growth potential!

The Carnivore Crate is a New Zealand-based eCommerce business offering premium, additive-free, animal-based products including tallow balms, snacks, and frozen meat. It serves a growing niche of health-conscious, low-carb, keto, and carnivore consumers seeking clean, nutrient-dense alternatives. The business operates online with low overheads, minimal inventory, and a just-in-time fulfilment model. With proven demand, strong Google Ads ROI, and repeat customer growth, it's primed for scale. Opportunities include expanding frozen meat delivery, building wholesale partnerships, and activating underused marketing channels like email and social. The brand is trusted, lean, and purpose-driven - ideal for someone looking to grow a wellness brand with strong foundations and real momentum.

Business Resources

The business is fully home-based with no staff required. Key resources include a Shopify eCommerce website, Google Ads account, email marketing platform, label printer, and streamlined fulfilment systems. Orders are packed and shipped in-house using a just-in-time model. Supplier contacts and templates are included. Full handover training and setup support will be provided to ensure a smooth transition. No physical premises are needed—can be operated from anywhere with internet and courier access.

Website

<https://www.thecarnivorecrate.co.nz>

Location: **Rotorua**

\$55,000

Asking: **Including GST, Negotiable**

Turnover: **\$145,000**

Relocatable

Type: **eCommerce / Retail-Food Other**

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