



For Sale

Location: **Rotorua**
Asking: **\$1,000,000**
\$1,000,000 + Stock (approx \$150,000)
Type: **Retail-Food Liquor**

Rotorua Liquor Store | Profitable, Established | \$2.8M+ Annual Sales

This proven Rotorua liquor store has built a strong reputation as a trusted local retailer. After successfully operating for more than 10 years, the vendor has now decided to sell. With consistent financial performance across FY24 and FY25, a loyal customer base, and efficient operations, this is a standout opportunity in the liquor retail sector.

Key Highlights:

- Strong Financial Performance: FY24 revenue of \$2.95M+ and FY25 revenue of \$2.8M+, delivering stable profitability with normalised EBITDA of c. \$330k in both years.
- Low Occupancy Cost: Rent equates to only ~2% of turnover, secured by a lease through to 2034.
- Reputation & Loyalty: 54+ Google reviews with a solid 4.2-star rating, reflecting strong community trust and repeat patronage.
- Tourism & Local Demand: Rotorua draws over 3 million visitors annually, complemented by a strong resident base, ensuring year-round demand.
- Fully Managed: The business is fully run by experienced staff, with no day-to-day involvement required from the owner, allowing for a smooth transition and lifestyle flexibility.
- Growth Potential: Scope to expand sales through local advertising, sponsorships, and leveraging Rotorua's booming tourism sector.

This is an outstanding opportunity for buyers seeking a profitable, well-established and fully managed business with steady earnings and clear growth potential.

Call today for a confidential discussion and further details.

Please complete the online confidentiality agreement by visiting the link - <https://www.kauribusiness.co.nz/ca-forms/ca-form-224>. Post executing the NDA, we will be in touch with further information.

Contact:

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