

# Wine and Cocktail Lounge for Sale Parnell



# For Sale

Location: [Auckland](#)  
Asking: [\\$200,000](#)  
Type: [Hospitality-Bars](#)

## Premium Wine and Cocktail Lounge & Urban Cellar-Door Opportunity - Parnell

The New Crown Range is a high-quality premium wine bar, cocktail lounge and live music venue located in the heart of Parnell, one of Auckland's most established and desirable lifestyle and dining precincts.

Configured as a wine bar, cocktail bar, piano bar or urban cellar-door style venue, the business focuses on intimate premium experiences making it well-suited to wine producers, distributors, luxury beverage or lifestyle brands and boutique operators seeking a credible Auckland presence for intimate premium hospitality, tastings, events and brand hosting.

The venue has been designed and finished to a high standard, with warm materials, refined detailing and an intimate lounge ambience. The business holds an on/off licence, may trade to 1:00am, and can accommodate up to 175 guests standing for events. Music and entertainment currently form a core part of the offering, sitting naturally alongside wine and cocktails.

Key highlights include:

- Forward bookings in place, with the events business acting as a key growth and profit opportunity
- On/off licence, late-night trading to 1:00am, and capacity for up to 175 guests for events
- Original fit out and upgrade costs over \$900,000, with high quality asset list valued at approximately \$140,000

Lease terms and permitted use align closely with the wine-led concept, supporting a streamlined operation rather than a traditional restaurant model.

Opportunities of this quality and location are rarely available. The owner is open to reviewing all serious offers and welcomes discussions with buyers who recognise the future potential of the venue.

For further information, contact Michael Shah.

## Contact:

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