

Outdoor Sporting Brand Business for Sale Auckland

Sustainable Fishing Tackle Brand - 70+ SKUs, Proven Retail Distribution, Global Growth Potential (Price on Application)

Confidential opportunity to acquire a New Zealand-designed fishing tackle brand positioned at the forefront of sustainable innovation in recreational fishing.

The business offers a well-developed range of 70+ SKUs, including hooks, swivels, and soft-bait products, all packaged in **100% compostable materials**—providing a clear point of difference in a traditionally plastic-heavy category.

Operating on a proven B2B wholesale model, the brand is supported by an established and growing network of retail partners across New Zealand and Australia, with a scalable supply chain and strong wholesale margins.

The business is beyond startup phase, with **proven retail traction and an established product range**, and is now positioned for accelerated growth.

Growth & Buyer Opportunity

This opportunity is best suited to a commercially minded, hands-on operator with experience in brand growth and go-to-market strategy.

The ideal buyer will be confident both in the field and at a strategic level—someone who can actively develop retail relationships, expand distribution, and scale the brand across New Zealand, Australia, and international markets.

Significant upside exists for a motivated operator to:

1. Expand distribution across Australia
2. Enter international markets
3. Scale e-commerce and marketplace channels
4. Continue product range development

This is not a passive investment. It suits someone ready to take an established foundation and drive the next stage of growth.

Pricing & Enquiry

Price is available on application following initial discussion and buyer screening.

Serious enquiries only.

Business Resources

Includes registered trademark and brand IP, 70+ product SKUs, manufacturing relationships, product molds and packaging designs, wholesale ordering platform, retailer database, and established logistics partners. Manufacturing and fulfillment are outsourced, allowing the business to operate remotely with minimal overhead. No physical premises or large staff requirements. Transition support and supplier introductions will be provided to ensure a smooth handover.

Website

<https://wiseangler.co.nz>

Location: **New Zealand**

Asking: **+SAV, Negotiable**

Type: **Wholesale/Distribution**

Contact:

Owner

0212231482

nzbizbuysell.co.nz/132092