

Established tea brand with 18,000 customers, 8,000 email subscribers and 200 retail stockists Business for Sale Auckland



For Sale

Location: **New Zealand**
Asking: **\$160,000**
Negotiable
Turnover: **\$250,000**
Type: **Retail Other / Home Based**

250k Revenue & 100k Gross Profit. Ideal for an existing FMCG, wellness or gifting company seeking immediate market access.

Established New Zealand wellness brand operating since 2018 with 230+ active retail stockists across NZ and early expansion into Australia.

The business sits in the gifting / wellness retail category and has built a strong specialty retail footprint over several years. Products are shelf-stable, easy to ship and designed for both personal use and gifting occasions.

This is an existing revenue platform with established products, suppliers, packaging, retailer relationships and brand assets already in place.

Key overview

- 7+ year established brand
- 230+ retail stockists (NZ + early AU)
- Revenue historically ~\$250k-\$350k annually (previous peak ~\$480k)
- Long-tail wholesale distribution (no key account dependency)
- Simple supply chain and operations

Gross margins sit around 40-45%, which is healthy for this category.

The business has been operated as a standalone brand with outsourced support and significant investment into growth channels.

Following the move to a distributor, overheads have reduced substantially and the business has already returned to profitability.

The strongest acquisition opportunity exists for a company that can absorb operations into existing infrastructure and leverage the established retail network, customer database and brand assets

Contact:

Owner
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Opportunity

Building a brand like this from scratch typically takes years of product development, retailer outreach, supplier setup and marketing investment. The value here is the retail distribution platform and brand foundation already built.

What's included

Brand name, product formulations, packaging files, supplier relationships, wholesale retailer database, ecommerce website, email list, social media accounts and marketing assets. Inventory to be negotiated separately.

Reason for sale

I have relocated away from family support and have a young baby with another on the way, making it unrealistic to continue running the business on my own.