Premium NZ Sauce & Hot Sauce Business for Sale Auckland / NZ Wide











Award-Winning NZ Artisan food brand | Turn-key business ready to scale | Established Brand | MPI-certified | $49K+ worth of operating assets included.

A rare opportunity to acquire JIMMYS Craft Foods—an established, award-winning New Zealand artisan food brand with an 8-year operating history, private-chef pedigree, and a very loyal direct-to-consumer (DTC) following.

Built on strict Ministry for Primary Industries (MPI) compliance (National Programme 2), clean-label plant-based formulations, and low-sodium/ low-sugar formulations, JIMMYS has already cleared the hardest hurdle in the food industry: rigorous product-market fit, regulatory approval, brand trust and customer loyalty.

Deliberately operated as a lean, lifestyle-flexible enterprise by its founder (a superyacht head chef with over 20 years of international culinary experience), the business is primed for an energetic new owner to capture immediate growth.

Key Business Highlights

1. **Award-Winning Pedigree:** 15 fully tested, certified MPI-compliant SKUs featuring a 12-month shelf life, including medal-winners at the *Outstanding NZ Food Producer Awards* and *NZ Artisan Awards*.
2. **Complete asset acquisition:** The asking price is fully backed by over $49,160 in tangible assets and proprietary IP, including 9 certified master recipes, production machinery (50L gas cauldron), active Shopify e-commerce infrastructure (jimmysfoods.com), full packaging inventory and production suite.
3. **Exceptional Unit Economics:** High gross margins with a lean, solo-operator model. A single 4/5-hour cook cycle yields on average 120 x 250ml bottles, maximising cash flow per batch.
4. **Plug-and-Play Operations:** Complete handover training provided by the founder to ensure a seamless transition from day one for the new owner.
5. **Fully Relocatable:** Can be run from any commercial kitchen, approved home-based unit, or shared facility anywhere in New Zealand.

Growth Potential (Ready for Day-1 Activation)

Because the business has been intentionally managed at a reduced capacity due to the founder's private chef commitments, multiple low-hanging growth levers are ready to be pulled:

1. **Wholesale Expansion:** Scale supply into trusted New Zealand butcheries, fresh food grocers, delis, and premium hospitality venues, including existing online food retailers.
2. **Corporate Gifting:** Capitalise on NZ's lucrative corporate gifting market where artisanal local food products are in high demand.
3. **Digital Marketing & Subscriptions:** Reignite the underutilised Shopify store and social channels (@jimmys_craft_foods) with targeted ads and recurring-delivery subscriptions.

Location:	**New Zealand**
Asking:	**$55,000 $49K+ Assets Included**
Turnover:	**$64,999**
Type:	**Manufacturing / Home Based**

Contact:

JAMES LISSIMAN
02102640454 or 02102640454
Anytime

nzbizbuysell.co.nz/132624

4. **Markets & Events:** Re-establish regular weekly market residency such as local farmers' markets and community events for instant local cash flow and brand visibility.

Business Resources

What’s included in the Sale

1. **Intellectual Property:** Full ownership of 9 proprietary master recipes, production manuals, and full suite of brand artwork and photography.
2. **Digital Infrastructure:** Active Shopify website (jimmysfoods.com), engaged social channels, and customer database of 500+ subscribers.
3. **Equipment & Inventory:** 50L gas-powered portable cooking cauldron with custom non-tip stand, Modern 900w high volume range hood, commercial stick blender, stainless steel workbenches, stainless steel wash station with flexible commercial tap, large chest freezer, manual label applicator, 400+ finished units of stock, 5,000+ custom labels, 2500 150ml bottles/ 500+ 250ml bottles, 30kg+ of frozen NZ organic habanero chillies and full market setup/gazebo and signage including many extras required to operate including product shelving and ingredient/spice storage jars etc.
4. **Transition Support:** 1 full week of intensive, face-to-face operational training and supplier introductions. The current owner is committed to helping a new owner with a smooth ownership transition.

Website

https://jimmysfoods.com