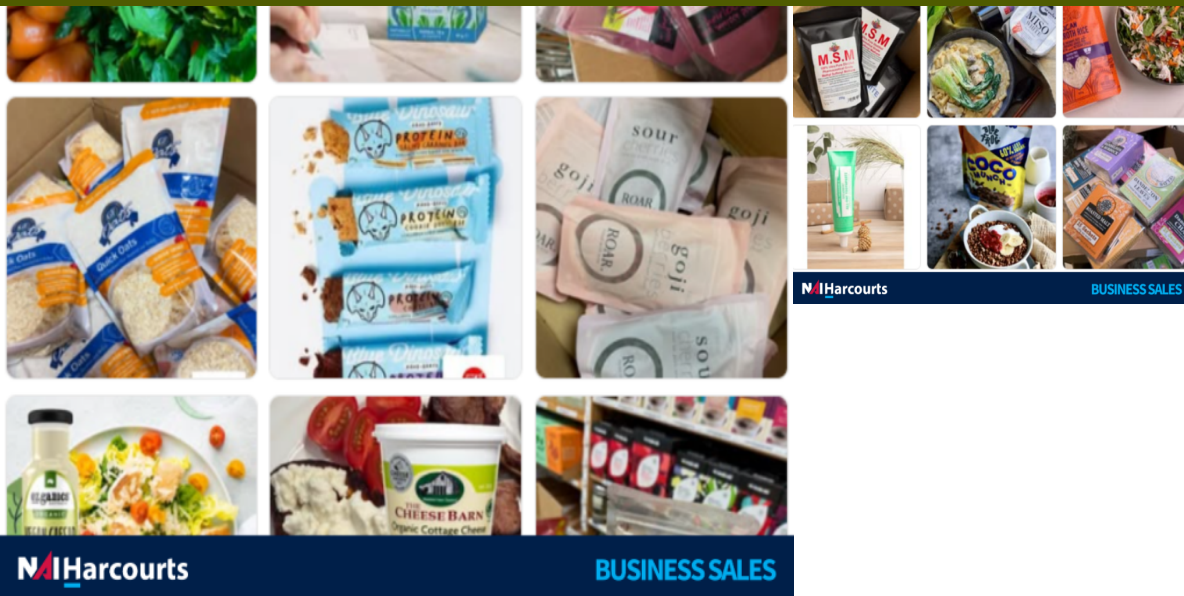


Iconic Organic Food Business for Sale Takapuna



IE Produce - Iconic Organic Food Business

Acquire the established IE Produce name, brand and business - a rare opportunity to take ownership of one of Auckland's longest-established specialist organic and health food retailers.

Established in 1994, IE Produce has become an iconic part of the Takapuna retail landscape, with more than 30 years of trading history, an established customer following and a recognised position within Auckland's organic and health food sector.

A significant milestone came in 2000, when IE Produce became New Zealand's first Bio-Gro Certified Organic health food store. That history of organic integrity remains a genuine point of difference and forms an important part of the business's identity.

The vendors are offering the purchaser the valuable opportunity to continue trading under the IE Produce name, allowing the incoming owner to build on an established brand rather than starting from scratch.

The business offers a wide array of organic and specialty products across fresh produce, functional foods, whole foods, gluten-free and wheat-free products, health products and everyday grocery lines.

For the right purchaser, the opportunity extends well beyond the existing retail operation. There is potential to develop e-commerce and delivery, modern digital marketing, customer loyalty, merchandising, product mix and purchasing, while leveraging the business's existing reputation, supplier relationships and customer base.

The purchaser will also have the opportunity to negotiate new lease arrangements and establish security of tenure for the next phase of IE Produce, subject to landlord agreement.

Importantly, the vendors are committed to providing post-settlement assistance to facilitate a smooth transition, including the transfer of operational knowledge, supplier relationships, product information and the benefit of their decades of experience.

This is a genuine opportunity to acquire the IE Produce name, a recognised Takapuna retail presence and a platform with more than three decades of history - and take it into its next chapter.

Confidential enquiries invited.

Contact: Lester de Vere NAI Harcourts Business Sales 0274 599 773.

Location: **Auckland**

Asking: **\$100,000
+SAV**

Type: **Retail-Food
Dairies/Superettes**

Contact:

Lester de Vere
027 459 9773

nzbizbuysell.co.nz/134343

NAI Harcourts North Shore
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NAI Harcourts