

LONG ESTABLISHED COFFEE HOUSE

Treasure Valley, Idaho Location

THE COMPANY

For nearly 20 years, the Company's location was an ordinary coffee shop. The current owners purchased the shop over four years ago, did a complete identity makeover and transformed the location into a coffee-café. It is one of coolest shop-café settings and atmospheres in the Treasure Valley, complete with art that's items displayed on walls and shelves. As one reviewer put it, "Great vibes, coffee and hearty breakfast!" The café is very popular for the quality of its coffee (on this below) and its freshly made breakfast menu. Breakfast and coffee items are sold until 1:30 PM. Menu items include a variety of breakfast sandwiches, breakfast burritos, omelets and other classic breakfast items as well as a variety of goodies. The Company is unique in that it sources and roasts its own coffee. Customers rave about the organic coffee sourced from "small and organic" farms in some of the most beautiful coffee growing countries in the world. The Company also sells its roasted coffee beans online and through its on-line shopping website. When the current owner purchased the business it was grossing barely over \$500,000 and in four years had grown to over \$1 million, hitting over \$550,000 in 2019. While 2020 has been challenging, after the March to April shutdown the business is rebounding through the fall months of 2020. The business currently employs a Manager/Assistant Manager, two full time cooks and six more full-time/part-time employees. The seller worked approximately 10 hours per week in 2019 and in the current year about the same.

THE LOCATION

The business operates from a shopping center location in one of the most densely populated (and growing) areas of Boise. The lease space is approximately 3,200 square feet making it one of the largest shops in Boise. It uses the space gracefully, complimenting its coffee and food service with retail product offerings that include items from local artists. The location also has some outside seating. Additionally, the shop has a stage, sound and lighting systems for special events and live performances. Under pre-COVID conditions the seating capacity is about 152. The business is the only one of its type within a three to four-mile radius.

THE STRENGTHS

The key strength cannot be defined as a single attribute, but rather the perfect complementary mix of a purposeful "vibe", friendly and engaging employees, quality and hearty menu items at a business location underserved for this company's offerings.

THE REASON FOR SELLING

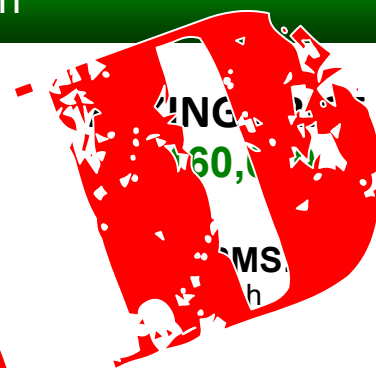
While the seller very much enjoys the business, the seller is moving on to the next challenge in answering a calling to be a frontline professional in the health industry. The seller is very much looking forward to passing the business on to someone who enjoys the business as much as the seller has.

THE IDEAL BUYER

The ideal buyer will have management skills, capital and passion for capitalizing on a business with a very well established reputation and business platform by identifying expansion opportunities and optimizing existing operations.

THE POSSIBILITIES

The seller states the wholesale portion of the business has been undermarketed. The seller believes there is significant expansion opportunity in that arena given its unique organic sources of coffee beans. The coffee-café was still growing at a good pace through 2019. The seller feels it has plenty of capacity to grow inside sales as business continues to return.



PURCHASE PRICE ALLOCATION

Fixed Assets	\$84,345
Inventory	5,000
Intangible Value	<u>70,655</u>

Total Assets **\$160,000**

All values provided by Seller

INCOME STATEMENT SUMMARY

2019 Gross Revenue	\$552,053
2019 Seller Discretionary Earnings*	\$77,059

Financial information provided by Seller

**Pre-tax income, depreciation, amortization plus non-recurring, management compensation and other seller discretionary expenses*

REQUEST ADDITIONAL INFORMATION

TO RECEIVE ADDITIONAL INFORMATION, please [CLICK HERE](#) to fill out and submit an electronic Confidentiality Agreement. This agreement can also be requested by contacting the agent below.

**ARTHUR BERRY
& COMPANY**

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