

ESTABLISHED NICHE WINERY

Treasure Valley, Idaho Location

THE COMPANY

This small winery was established in 2012. The business differentiates itself from others in the industry through the creation of innovative products and a fun twist on wines. The business has a solid foundation built from a strong and well-known brand and product portfolio that, over the course of a decade, evolved into a recognized name in the Treasure Valley, as far as North Idaho, and at farmers markets and festivals. All of the winery grapes are sourced in Idaho, making their wines true "Buy Idaho" products. While visible on a local level, the current owners have also had great response on a national level as a result of showcasing their products at beverage industry trade shows and events where there has been customer interest in multi-state distribution. The sellers believe expanding distribution is a direction a buyer should investigate. This business has a wine club, a newsletter distribution list, a strong presence across social media platforms, a well designed website, a directory of collaborating businesses and a long record of news articles written about it over the last 12+ years. There are one to five part-time team members, some of whom are seasonal employees.

THE LOCATION

The winery production facility is complemented by an attached, charming tasting room. The location was opened in 2018. The tasting room is a popular venue for live music, community events, private and public parties, as well as regular food trucks. The location is central to the valley and partners with neighboring businesses in parallel industries who work together to attract customers from a wide variety of demographics.

THE STRENGTHS

The business is in a great position for a buyer to leverage the business' solid platform of established marketing channels and relationships to scale production, retail sales and distribution. The tasting room and offsite wine tasting has been incredibly powerful in contributing to awareness for the brand and products.

THE IDEAL BUYER

The ideal buyer is a wine enthusiast with some basic knowledge of wine making. The seller is willing to transition for a negotiated period of time to train and assist with wine making. Additionally, the ideal buyer will have an entrepreneurial spirit with energy, management skills and capital to continue to grow this incredible business opportunity.

THE POSSIBILITIES

The sellers believe expanding distribution is a direction a buyer should investigate.

ASKING PRICE

\$108,000

TERMS:

Cash

PRICE ALLOCATION

Furniture, Fixtures & Equipment	\$95,000
Inventory	<u>13,000</u>
Total Price Allocation	\$108,000

All values provided by Seller

INCOME STATEMENT SUMMARY (2023)

Gross Sales	\$248,336
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Financial information provided by Seller

REQUEST ADDITIONAL INFORMATION

TO RECEIVE ADDITIONAL INFORMATION, please click the link below to fill out and submit an electronic **Confidentiality Agreement**.

<https://arthurberry.com/confidentiality-agreement>

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