



ASKING PRICE: \$ 400,000

CONFIDENTIAL BUSINESS PROFILE

Highly Confidential Information -
Just a friendly reminder that it is a violation of
your signed Non-Disclosure/Confidentiality
Agreement for you or any associated party to
speak to the Seller, Seller's employees,
suppliers, landlord, neighboring businesses,
customers, etc. or reveal that the business is
for sale to ANY party. Please respect the
privacy and confidentiality of the Business
Owner and the irreparable damage that may
be caused to the business and business value
by any such actions.



Exclusively Presented to you by:

Peter Dayton

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650-397-6560

<https://stbay.fcbb.com/peter-dayton>

02250209

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The information contained herein was received from the Seller and is deemed reliable but not guaranteed. First Choice Business Brokers (FCBB) has relied upon the Seller to provide the business details and has NOT verified this information. FCBB is not responsible for and does NOT warrant any statements, projections or any information provided by the Seller. The User/Buyer will be solely responsible for verification of the Seller's profits and business operation. By acceptance of this document, the Buyer/User confirms and understands that FCBB has NOT performed an independent investigation of the business or figures quoted herein. FCBB strongly recommends that a Buyer seek legal and accounting advice prior to purchasing a Business. Any change to the information provided requires both the Seller's and FCBB's written approval to be valid.

We have prepared this
Confidential Business Profile
with the goal of providing you
with a general overview of the
business listed for sale.

While this document may not explore every detail of the business, it is our hope that it will provide you with sufficient information to determine if the business is suitable for your needs. After reviewing this information, if your decision is to proceed, please contact me to discuss the next steps. These may include an informal meeting or conference call with the business owner and/or a visit to the business. I hope you enjoy learning more about this opportunity; I look forward to hearing from you.

Sincerely,

Peter Dayton

02250209

Peter Dayton

*Your Trusted Advisor for
Business Sales & Acquisitions*



✉ peter.dayton@fcbb.com

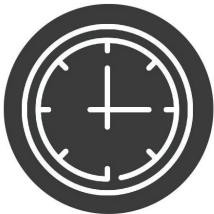
☎ 650-397-6560

🌐 <https://sfbay.fcbb.com/peter-dayton>

Spice, Rub, & Sauce Manufacturer/ Wholesaler/Retailer

“

Ready to add some spice to your life? This Sacramento-area company is ready for you to carry its award-winning spices, rubs, and sauces to the next level. Opportunities for new revenue streams abound: product lines, distribution channels, marketing...you can even be a contract kitchen!

**HOURS**

9am to 5pm

M-F, Occasional Weekends

**LEASE SQFT**

2,800 sqft

**RENT**

\$ 3,400

**ANNUAL REVENUE**

\$ 256,815

**S.D.E.**

\$ 132,930

**REASON FOR SALE**

Family-run business; daughter is moving out of town; owner is looking for a food lover to build on the foundation and take it to the next level

**ASKING PRICE**

\$ 400,000

Listed Price \$400,000

Gross Sales \$256,815

Total Income \$132,930

Year Established April 2018

Inventory Included ✓ \$40,000

Equipment & Fixtures \$24,263.02

Account Receivables Included ✓ \$5,000

Leasehold Improvements \$84,910

Training Period 2 months

Reason for Selling Family-run business; daughter is moving out of town; owner is looking for a food lover to build on the foundation and take it to the next level.

Number of Employees FT 2

Hours & Days Open 9am to 5pm
M-F, Occasional Weekends

Rent \$3,400

Square Footage 2,800 sqft

Lease Expiration Date 31 March 2027



02250209

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Financial Summary

| Year | Revenue | SDE |
|------|------------|------------|
| 2024 | \$ 256,815 | \$ 132,930 |
| 2023 | \$ 244,381 | \$ 114,281 |
| 2022 | \$ 182,678 | \$ 42,907 |

Business Overview

From a humble start in the owner's kitchen 7 years ago, this award-winning spice, rub, and sauce company has grown to over \$250K in annual sales with solid profits. The owner and his daughter, who is moving out of state, seek a food-lover who can capitalize on the foundation they've built.

Top-line revenue growth has been nearly 20% since 2022, with more in the future, as a supermarket chain that currently stocks the products in dozens of stores wishes to put them in over 100 more of their stores. That's not all: a local hotel chain is featuring the spices on their food menus and selling the products in their marketplace; an outdoor sporting goods chain wants to sell the entire line; and the e-commerce site is booming. In the hands of the next owner this company is poised for massive expansion.

All this success has been efficiently achieved: existing word-of-mouth marketing efforts have resulted in premier sponsorship placements at state and county fairs. Broad-based marketing is just getting started and already showing success. Social media is a largely untapped resource. In short, there's no limit to the range of creative growth.

The company's manufacturing facility is also a strong point: not only is it able to scale significantly from today's volume without changes, it has the ability to serve as a contract kitchen to create a new revenue stream.

Expansion Potential

Expansion opportunities abound, from distribution channels and marketing to production and business line expansions.

Products are currently sold in 74 locations, but that number is poised to surge. The buyer from a supermarket chain has expressed desire to expand the company's footprint from a few dozen stores today to over 100 additional stores. Moreover, inbound inquiries occur on a regular basis, as recently happened with a outdoor sporting goods firm looking to carry the line.

The company has made the most of its limited marketing manpower, making great strides through brand ambassadors and word of mouth. Social media channels--used only sparingly to date--would benefit from increased emphasis and focus. Low-cost event marketing, a core element of today's platform, can be easily leveraged.

The production facility can manufacture many more units per week in its current facility. Should the new owner wish to add a new line of business, the facility is perfectly placed to become a contract commissary kitchen.

Competitive Advantages

The founder set out to create a "profoundly different" flavor profile and has succeeded wildly from his first public event where people clamored for him to sell them his secret spice mix.

The company's products occupy a unique place in the market: intense flavor runs alongside options like no salt or sugar added, low sodium and sugar, and "no holds barred", while using minimal preservatives compared to the competition.

The company has also proven to be more flexible than larger spice and rub manufacturers; for instance, doing a special spice mix for a local hardware store that sold out quickly. Also, a range of products are being used by a nearby hotel restaurant that focuses on local ingredients; the company will be promoted on the restaurant menu.

Products/Services and Markets Served

The company sells over 30 different spices, rubs, and sauces under 4 different sub-brands. There's something for everyone!

One brand profile focuses on the best flavor possible with minimal additives; most of this line is All Natural, Low Sodium, Low to No Sugar, Gluten Free and Vegan Friendly. A related sub-brand takes those same flavors and strips out the salt and sugar for pure flavor.

A third line amps up the spice level to "no holds barred" for people looking for that extra kick, while the fourth serves as a test bed, offering limited edition or trial formulations that often make it to broad distribution based on user feedback and sales velocity.

Currently the products are sold through grocery stores, food retailers, specialty stores, e-commerce sites, and events in Sacramento and Placer counties. Through the viral marketing among specialty stores, the spices, rubs and sauces can be found as far east as Nebraska and Ohio as well as previously in other states.

Financial Performance

The company has grown steadily since inception 7 years ago, with sales breaking the quarter-million-dollar mark in 2024 (\$256K).

Gross margins are holding steady in the high 60s.

Because of this steady growth and controlled costs, the company recently crossed into profitability, making net income of just over \$32K last year. That trend, coupled with SDE of \$132K, provides a solid foundation for growth.

Reason for Selling

The business is currently run by a father and his daughter--it started in their garage to share their passion for food.

As happens with kids, they grow up and spread their wings. In this case, the daughter is moving out of town to pursue the next chapter in her life.

The owner hopes that the buyer of the business will bring the same love and care that he and his daughter have to this enterprise.

Other Information

The owner is willing to offer the buyer a multi-day observation period to understand the business in greater detail than this document can provide.

He's also willing to stay on as a paid consultant to ensure that any new flavor profiles he dreams up are made available to the company. Of course, a robust non-compete agreement will give the buyer full confidence in knowing that the expertise remains in the company.

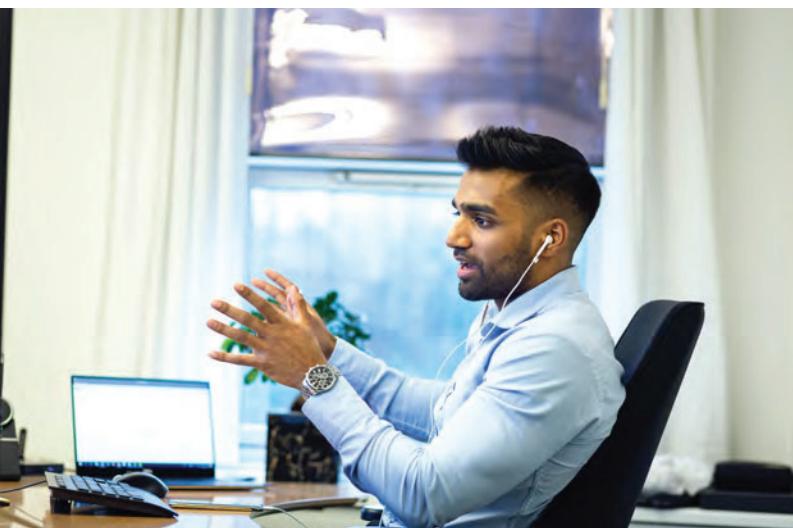


OWNER'S ROLE

The owner is directly involved in all aspects of the business, from product design to manufacturing and distribution.

IDEAL BUYER

This company is perfect for a growth-oriented owner/operator foodie who is looking to focus their passion for flavor on a successful business with a long heritage of delivering "profoundly different" flavors. Bring your taste buds!



OWNER'S HOURS

The owner works a typical 40-hour week, including occasional weekend events, such as being a judge for a cooking competition, working a farmer's market, or sponsoring a BBQ event.

**LEASE OVERVIEW DETAILS**

As part of the business transaction, the current Lease Agreement is typically transferred to the Buyer. Lease transfer fees are traditionally split 50/50 between Buyer and Seller.

**EXPIRATION**

31 March 2027

**BASE RENT**

\$ 3,151

OPTIONS TO RENEW

1 Option 1 year

TOTAL RENT

\$ 3,400

**ADDITIONAL LOCATION NOTES**

Tenant only pays for utilities; there are no CAM fees.



\$400,000

The asking price typically includes, but is not limited to:

- Furniture, fixtures & equipment
- All customer/client lists
- Leasehold improvements
- Goodwill
- Business trade name
- Business phone number(s)
- Business Email Address(es)
- Non-compete agreement
- Transfer of lease
- Website & social media accounts
- All intellectual property
- Operational Systems/Processes
- Training: 2 months

TRANSACTION STRUCTURE

Transaction Structure: Typically, business transactions are structured as an Asset Sale with the Seller retaining all cash and accounts receivables and delivering the business debt-free to the Buyer. However, these items may be negotiable in certain business offerings, consult the listing broker.

TRAINING AND TRANSITION

Training and Transition: The Seller's intent is a smooth and successful transition of the business to new ownership. The Seller will offer a training and transition period to ensure that the business operates without disruption during the transition period.

MARKET PRICE ANALYSIS



Author : **Peter Dayton**

Email: **peter.dayton@fcbb.com**

Mobile: **650-397-6560**

Location: **SF Bay #289**



Business Details

Business Name

Business Address

Date of MPA

Cash Basis/Accrual Basis

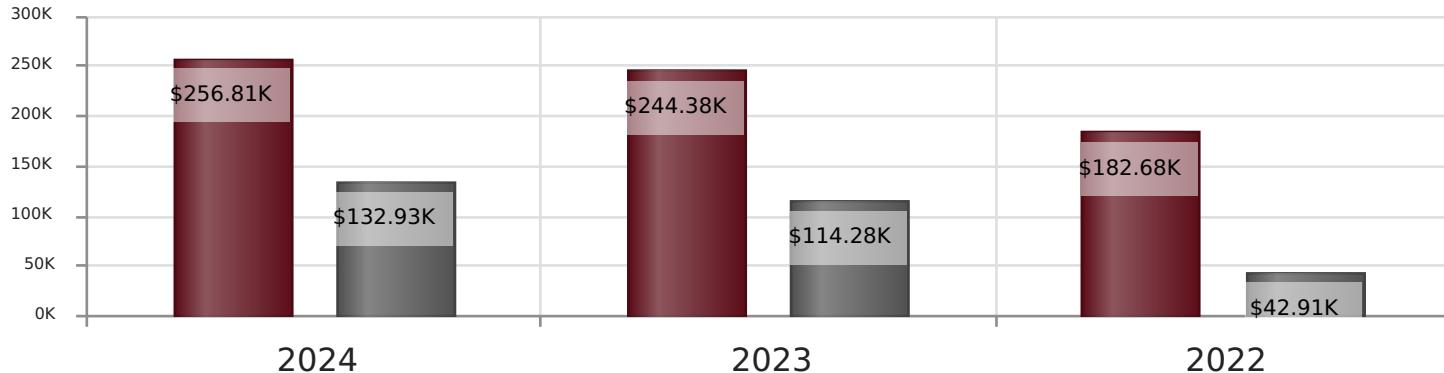
Accrual

Source of Financials

Company

Seller's Name

Note

Client Reported Revenue & Profit

Recasting The Financials
Client Actual Financials

Weight (if applicable)

Calendar Year End
2024

50%

2023

30%

2022

20%

Gross Revenue

\$ 256,815

5%

\$ 244,381

34%

\$ 182,678

Cost of Goods Sold (COGS)

\$ 87,499

18%

\$ 74,014

29%

\$ 57,456

Gross Profit

\$ 169,316

-1%

\$ 170,367

36%

\$ 125,222

Operating Expense

\$ 137,216

-20%

\$ 172,045

11%

\$ 155,436

Net Income

\$ 32,100

--2K%

\$ -1,678

-94%

\$ -30,214

EBITDA Calculation

Depreciation

\$ 0

-100%

\$ 26,444

-32%

\$ 38,803

Income Tax

\$ 1,149

-46%

\$ 2,144

267%

\$ 584

Amortization

\$ 0

0%

\$ 0

0%

\$ 0

Interest On Loans/Financing

\$ 6,641

-47%

\$ 12,426

153%

\$ 4,909

Total

\$ 7,790

-81%

\$ 41,014

-7%

\$ 44,296

EBITDA

\$ 39,890

1%

\$ 39,336

179%

\$ 14,082

Banker Add Backs

Officer's Compensation

\$ 80,000

23%

\$ 65,000

160%

\$ 25,000

Officer's Estimated Payroll Taxes

\$ 12,240

23%

\$ 9,945

160%

\$ 3,825

Officer's Health Insurance

\$ 0

0%

\$ 0

0%

Officer's Retirement Contributions

\$ 0

0%

\$ 0

0%

Salary for Non Working Family Member

\$ 0

0%

\$ 0

0%

Family Member Estimated Payroll Taxes

\$ 0

0%

\$ 0

0%

Total Banker Add Backs

\$ 92,240

0%

\$ 74,945

0%

\$ 28,825

Other Add Backs

Tenant improvements

\$ 800

800%

\$ 0

0%

\$ 0

0%

\$ 0

0%

\$ 0

0%

\$ 0

0%

\$ 0

0%

\$ 0

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Total Banker & Other Add Backs

\$ 93,040

24%

\$ 74,945

160%

\$ 28,825

Profit Margin

% 52

11%

% 47

104%

%

Total SDE (Seller Discretionary Earnings)

\$ 132,930

16%

\$ 114,281

166%

\$ 42,907

- Minus: Replacement Salary & Benefits

\$ -65,000

\$ -45,000

\$ -35,000

Adjusted EBITDA

\$ 67,930

\$ 69,281

\$ 7,907

Revenue Multiple
150%
EBITDA Multiple
3.6
SDE Multiple
2.6
2024
Date of Most Recent Financial Statement
Industry Multiple

| | | | |
|------------------|--|------|---|
| Revenue Multiple | | 150 | % |
| EBITDA Multiple | | 3.60 | |
| SDE Multiple | | 2.60 | |

SBA Financing Test

| | | |
|-----------------------------|----|--------|
| Fair Market Wages for Buyer | \$ | 50,000 |
|-----------------------------|----|--------|

SDE of Revenue (Industry Average)

| | | | |
|--|--|----|---|
| Pulled from peercomps.com or other similar databases | | 20 | % |
|--|--|----|---|

| Multiple Adjustments | Adj. Factor | Weighting |
|--|-------------|------------|
| Net Income trending upward | 1 | 10.00 |
| 10 years+ in business | 0 | 10.00 |
| Absentee owner | 0 | 9.00 |
| Clean financials | 1 | 9.00 |
| Recurring revenue model | 0 | 8.00 |
| Stable management in place | 0 | 8.00 |
| Contracts in place with vendors/customers | 1 | 8.00 |
| Simple to run or requires heavy training/expertise | 0 | 6.00 |
| 3 years consistant gross revenue over 1 million | 0 | 6.00 |
| Seller financing available | 0 | 7.00 |
| Long term employees | 0 | 7.00 |
| Competitive industry | 0 | 7.00 |
| Substantial assets vs. mostly goodwill | 1 | 5.00 |
| Total | 0.34 | 100 |

Selected Multiples for Analysis (after adjustments)

| | |
|----------------------|------------------|
| Revenue | Revenue Multiple |
| Revenue Multiple | 150% |
| Multiple Adjustments | 9% |

Adjusted Multiple

| | |
|----------------------|-----------------|
| EBITDA | EBITDA Multiple |
| EBITDA Multiple | 3.60X |
| Multiple Adjustments | 0.34X |

Adjusted Multiple

| | |
|----------------------|--------------|
| SDE | SDE Multiple |
| SDE Multiple | 2.60X |
| Multiple Adjustments | 0.34X |

Adjusted Multiple

| | |
|--|--|
| Tangible Assets & Modular Method (optional) | |
|--|--|

| | | |
|--|----|---------------|
| Inventory (at cost) | \$ | 39,662 |
| Furniture/Fixtures/Equipment | \$ | 30,819 |
| Supplies (e.g., office and store) | \$ | 0 |
| Leasehold Improvements | \$ | 800 |
| Accounts Receivable (included) | \$ | 4,556 |
| Vehicles | \$ | 15,000 |
| Other | \$ | 0 |
| Other | \$ | 0 |
| Other | \$ | 0 |
| Total Value of Tangible Assets: | | 90,837 |

Disclaimer: This report is NOT an appraisal and is only intended to provide an approximate calculation of value based upon information received from the Seller. Information has not been verified by First Choice Business Brokers (FCBB). There are many factors that affect the value of a business that may not have been taken into consideration in this report. FCBB makes no guarantees that the results shown in this report offer any guarantee of a final selling price of the business. The purpose of this report is for use as a guide and is not to be interpreted as a comprehensive professional valuation.

Seller's Discretionary Earnings & EBITDA Worksheet

| Basis:Accrual, Source: Company | 2024 | 2023 | 2022 | 2024 | 2023 | 2022 |
|--|------------------|------------------|------------------|---------------|---------------|----------------|
| Gross Revenue | \$256,815 | \$244,381 | \$182,678 | 100.00% | 100.00% | 100.00% |
| Cost of Goods Sold | \$87,499 | \$74,014 | 57,456 | 34.07% | 30.29% | 31.45% |
| Gross Profit | \$169,316 | \$170,367 | \$125,222 | 65.93% | 69.71% | 68.55% |
| Operating Expenses | 137,216 | 172,045 | 155,436 | 53.43% | 70.40% | 85.09% |
| Net Operating Income Before Taxes | \$32,100 | \$-1,678 | \$-30,214 | 12.50% | -0.69% | -16.54% |
| Plus: Depreciation | 0 | 26,444 | 38,803 | 0% | 10.82% | 21.24% |
| Plus: Income Tax | 1,149 | 2,144 | 584 | 0.45% | 0.88% | 0.32% |
| Plus: Amortization | 0 | 0 | 0 | 0% | 0% | 0% |
| Plus: Interest on loans/financing | \$6,641 | 12,426 | \$4,909 | 2.59% | 5.08% | 2.69% |
| Total | 7,790 | \$41,014 | \$44,296 | 3.03% | 16.78% | 24.25% |
| EBITDA | \$39,890 | \$39,336 | \$14,082 | 15.53% | 16.10% | 7.71% |
| Banker Add Backs | | | | | | |
| Plus: Officer's Compensation | 80,000 | \$65,000 | 25,000 | 31.15% | 26.60% | 13.69% |
| Plus: Officer's Estimated Payroll Taxes | 12,240 | \$9,945 | 3,825 | 4.77% | 4.07% | 2.09% |
| Plus: Officer's Health Insurance | 0 | 0 | 0 | 0% | 0% | 0% |
| Plus: Officer's Retirement Contributions | 0 | 0 | 0 | 0% | 0% | 0% |
| Plus: Salary for non working family member | 0 | 0 | 0 | 0% | 0% | 0% |
| Plus: Family Member's Estimated Payroll Taxes | 0 | 0 | 0 | 0.00% | 0.00% | 0.00% |
| Total Banker Add Backs | \$92,240 | \$74,945 | \$28,825 | 35.92% | 30.67% | 15.78% |
| Other Add Backs | | | | | | |
| Plus: Tenant improvements | \$800 | - | - | 0.31% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
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| Plus: | - | - | - | 0% | 0% | 0% |
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| Plus: | - | - | - | 0% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
| Plus: | - | - | - | 0% | 0% | 0% |
| Total Banker & Other Add Backs | \$93,040 | \$74,945 | \$28,825 | 36.23% | 30.67% | 15.78% |
| Total SDE (Seller Discretionary Earnings) | \$132,930 | \$114,281 | \$42,907 | 51.76% | 46.76% | 23.49% |
| Selected Weighting (if applicable) | 50 | 30 | 20 | | | |
| - Minus: Replacement Salary & Benefits | \$-65,000 | \$-45,000 | \$-35,000 | | | |
| Adjusted EBITDA | \$67,930 | \$69,281 | 7,907 | | | |

| | | |
|--|---|----------|
| Estimated Value of Tangible Assets Included | 3-Yr. Average Gross Revenue | 227,958 |
| Inventory (at cost) | 39,662 | |
| Furniture/Fixtures/Equipment | 30,819 | |
| Supplies (e.g., office and store) | 0 | |
| Leasehold Improvements | \$800 | |
| Accounts Receivable (included) | \$4,556 | |
| Vehicles | 15,000 | |
| Other | 0 | |
| Other | 0 | |
| Other | 0 | |
| Total Value of Tangible Assets: | \$90,837 | |
| | 3-Yr. Weighted Average Gross Revenue | 238,257 |
| | 3-Yr. Average Adj EBITDA | \$48,373 |
| | 3 Yr. Weighted Average Adj EBITDA | 56,331 |
| | 3-Yr. Average SDE | \$96,706 |
| | 3-Yr. Weighted Average SDE | 109,331 |
| | Last Year SDE | 132,930 |
| | Last Year Adj EBITDA | \$67,930 |

Equipment List
as of May 2025

Kushlan 550SS Stainless mixer
Robo Coup R101B Food Processor
Mahlkonig USA GH2 grinder
Jackson Dishwasher
Regency 3comp sink and table
Rheem commercial water heater
Dell XPS desktop
Afinia L502 label printer
Afinia F2a rewinder
Primera AP362 label applicator
Munbyn label printer and label caddie
HP M479 laser printer
JS12H1 inkjet lot code printer
5 adjustable height desks (3 manual & 2 electric)
3 Stainless two shelf tables
16 chrome storage racks
5 warehouse racks
75+ storage containers
Plethora of hand production equipment, i.e., utensils, funnels, bowls, scales, etc.
Event marketing products such as tents, tables, tablecloths, wash stations, etc.

Business Information

Supplement Form(s) Attached

BUSINESS NAME: [] DATE: []

1. Business is: Sole Proprietorship Partnership LLC Corporation Date of Incorporation: [1 Apr 2018]

2. If the Business is a Corporation is it a: C-Corp S-Corp State of Incorporation: [California]

3. Corporate/LLC Entity Name: []

4. Start date of business operations: [April 2018] (mm/yy) Date purchased by seller: [n/a] (mm/yy)

5. Furniture, Fixtures, Equip. + Vehicles: \$ [24,263.02] Inventory: \$ [40,000.00] Inv. incl in sale price: Yes No

6. Leasehold improvements: \$ [84,910] Accounts receivable: \$ [5,000.00] A/R incl in sale price: Yes No

7. Vehicles included in sale: Yes No If Yes, Details [2017 Hyundai Tucson, blue, 130,000 miles]

8. Other assets: []

9. Reason for selling: [Family-run business; daughter is moving out of town; owner is looking for a food lover to build on the foundation and take it to the next level]

10. Special license required: [no] Costs: []

11. Seller will train buyer: Yes No Training period without pay: [2 months] [20] hours/week

Lease Information

12. Size of Business Premises: [2,800 sqft] square feet Current Lease Expires: [31 March 2027]

13. Options to renew: Yes No Number of options: [1 Option] Length of each option: [1 year]

14. Lease Transferrable Yes No If Yes Lease transfer fee: \$ [0.00]

15. Base monthly rent: [3,151] Monthly CAM charges: \$ [] Other monthly charges: \$ []

16. Total rent (occupancy cost) per month: [3,400] Is rent current: Yes No

17. Has any of your rent been abated or deferred? Yes No If Yes, please explain on page 2

18. Amount on deposit with landlord: \$ [1,600.00] Amount rent increases at renewal: [3%]

19 Grease Trap: Yes No

20. Hood: Yes No

Employees

21 Employees (Not including owner): Full Time: [2] Part Time: [0] Independent Contractor: [0]

22. Seller active: Yes No Hours per week: [40] Owner duties: [Management, operations, manufacturing, distribution]

23. Are employees aware of sale: Yes No Details: []

24. Are there key employees: Yes No Will they stay: Yes No What do they do: []

25. Any family members paid by the business: Yes No How much: \$ [48,000 per year]

Accounting

26. What is the amount of money that a buyer would need as working capital?

20,000.00

Franchise Information

27. Franchise Royalty/Marketing Fees: n/a

Training Period: n/a

General Information

28. Percentage Breakdown of Gross Sales: Retail: 30 % Wholesale: 48 % Commercial: 24 %

Residential: % Online: 8 % Other: (Please describe)

29. What are your competitive advantages: See 34.

30. What type of advertising is being done: See 34.

31. How would you improve the business if Not selling: See 34.

32. Any legal actions, investigations, or violations pending or threatened against the business: Yes No

Details:

33. Is the Seller aware of any items that may Not be transferable to a Buyer, including but Not limited to: Vendor Account, Licenses, Advertising Contracts, Property and/or Equipment Leases (including options to extend)?

No.

34. Other/Additional Information:

29. Unique flavor profiles made with very few preservatives compared to the big names. The mixes and rubs are made with high-quality ingredients and the low-salt/low-sugar recipes allow for the purchaser to add those as desired.

30. Very little outbound advertising is done at this time. Most of the advertising is from people who already follow on its social channels. There is a significant opportunity to expand this reach.

31. Hire more employees to free up time spent manufacturing and delivering the product. Invest in manufacturing automation, optimize the website, and expand the marketing channels and volume of messaging.

The SELLER has provided the information contained herein to the BROKER and/or BROKER'S AGENTS. The SELLER warrants that the above information is true and correct to the best of his/her belief and knowledge. SELLER specifically agrees that BROKER and/or BROKER'S AGENTS may provide this information and photographs to any potential BUYER. SELLER agrees that the BROKER has not made any independent confirmations and BROKER does Not guarantee its accuracy, completeness, or reliability. Seller(s) hereby authorize First Choice Business Brokers to release this information to prospective Buyers.

Next Steps

If you have continued interest in this opportunity and wish to proceed to the next step, please contact me. I will then arrange a call or a meeting with the Seller. During this meeting you will have the opportunity to speak to the Seller directly, ask further questions and potentially view the business/facility. While we are confident that this information package has been helpful, meeting the business owner is a critical next step in determining if the business is truly suitable for your requirements.



You have just completed one of the initial steps by reviewing this Confidential Business Profile.

Schedule an introduction call/meeting with the Seller through the Business Broker. This meeting will give you the opportunity to analyze the business further. If you have not yet been required to provide proof of funds your Business Broker will request this proof prior to scheduling the call/meeting with the Seller.

If at this point you are ready to move forward with an offer on the business, you will complete a purchase agreement with your Business Broker.

Once the offer is accepted you will deposit your earnest money deposit into a third-party escrow trust account.

At this point your due diligence period will begin. During this time, you will have the opportunity to examine the accuracy of all relevant business information.

Once all contingencies are released, we will schedule the signing of the closing documents with a third-party closing entity to transfer ownership into your name/entity.

Your Trusted Advisor for Business Sales & Acquisitions

Peter Dayton

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🌐 sfbay.fcbb.com/peter-dayton

02250209

Peter Dayton is a seasoned executive with over 30 years of experience in entrepreneurial and Fortune 500 leadership, bringing strong fiscal and business acumen to his client engagements. He has personally facilitated eight (8) sell-side exits as a CFO and can confidently navigate his clients through the intricacies of buying or selling their businesses.

With industry experience in roles ranging from Sales Representative to Chief Financial Officer and founder, Peter brings a holistic suite of finance, sales, marketing, and business development expertise to deals for his clients. He has been a leader at companies such as Virtana, a \$70M private-equity-backed company that provides AIOps and IPM software for cloud and data center environments; Vasona Networks, a Bessemer-backed provider of video optimization software to wireless providers; and at numerous venture-backed companies in fields ranging from AIOps and wearable computing to filtered water stations and K-6 education SaaS platforms.

Peter received a Master's degree in Business Administration from Harvard Business School and a Bachelor of Science degree in Electrical Engineering from the University of Virginia. He has also served as a pro bono advisor for the Commercial Law Development Program of the US Department of Commerce, developing commerce frameworks in Oman, Bahrain, and other Gulf countries. He currently sits on the advisory boards of AppComputing and Titan AI.

In his spare time, Peter is an avid New Waver and enjoys spending time with his family, being walked by his dog, and playing golf.

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Thank you for giving us the opportunity of introducing you to your next business venture!

This report contains confidential information which is highly sensitive and is for use solely in connection with consideration of the acquisition of the business described herein. This Confidential Business Summary and the information presented shall not be reproduced, duplicated or revealed, in whole or in part, or used in any other manner without the prior written permission of First Choice Business Brokers (FCBB).

Additional copies may be obtained upon request from FCBB. Please maintain the confidential nature of this Summary and any information provided by FCBB by restricting the material only to selected executives/partners and/or consultants who understand the confidential nature of the material and agree to keep all information confidential.

This Confidential Business Summary (Summary) has been compiled by FCBB from information supplied to FCBB by the subject Company and is being provided by FCBB, solely for use by prospective purchasers in considering their interest in acquiring the assets of the Company.

The information contained herein has been prepared to assist interested parties in making their own evaluation of the Company and does not purport to contain all of the information that a prospective purchaser may desire or need. In all cases, interested parties should conduct their own investigation and analysis of the Company. FCBB has not independently verified any of the information contained herein; neither FCBB nor the Company makes any representation or warranty as to the accuracy or completeness of this Summary and shall have no liability for any representation (express or implied) contained in, or for any omissions from the Summary or any other written or oral communications transmitted to the recipient in the course of their evaluation of the Company.

This Summary may contain certain statements, estimates and projections provided by the Company with respect to the anticipated or potential future performance of the Company and its business. Such statements, estimates and projections may reflect various assumptions by the Company concerning anticipated or potential results, which assumptions may or may not prove to be correct. No representations are made as to the accuracy of such statements, estimates or projections.

By accepting this Summary, the recipient acknowledges and agrees that:

(1) all of the information contained herein is of a highly confidential nature and the recipient will keep all such information and all other information made available to the recipient in connection with any further investigations confidential; (2) none of the information will be used by the recipient or any of their employees or representatives in any manner whatsoever, in whole or in part, other than in connection with its evaluation of the Company for the purpose of considering its acquisition of assets of the Company by the recipient on the specific basis proposed herein; (3) the recipient will not reproduce this Summary in whole or in part, and will not distrib-

ute all or any portion of this Summary to any person other than a limited number of the recipient's legal or accounting counsel who have a clear need to know such information for the purpose set forth above and who are informed by the recipient of the confidential nature of such information; (4) if the recipient does not wish to pursue an acquisition of the Company, recipient agrees to re-turn this Summary to FCBB as soon as practical, together with any other material relating to the Company which the recipient may have received from FCBB and all copies made thereof; and (5) any proposed actions by the recipient which are inconsistent in any manner with forgoing agreements will require the prior written consents of FCBB and the Company.

The Company reserves the right to negotiate with one or more prospective buyers at any time and to enter into a definitive agreement for the sale of assets of the Company without prior notice to recipient or other prospective purchasers. Additionally, the Company re-serves the right to terminate, at any time, further participation in the investigation and proposal process by any party and to modify other procedures without assigning any reason. The Company intends to conduct its business in an ordinary manner during the valuation and offer period; however the Company reserves the right to take any action; whether in or out of the ordinary course of business, deemed necessary or prudent in the conduct of such business.

The information contained in this Confidential Business Summary, including but not limited to the general business descriptions, history, operating procedures, facility information, financial references and information, projections, etc., have been provided to FCBB by the Owner or Management personnel of the Company. No outside entity has audited or otherwise confirmed this information. By requesting this Business Summary, the recipient acknowledges the responsibility to perform an independent due diligence review prior to the acquisition of the subject Company. Recipient acknowledges that any estimates or projections of the future change, profits or growth cannot be accepted or relied upon, since such future business factors or other factors cannot anticipate economic, socio-economic and political factors which might impact future growth. Accordingly, FCBB and the Company make no representation, express or implied, as to the validity of estimates or projections.

If recipient determines they have no interest in the Company recipient agrees to return this report to FCBB after concluding their review. The subject Company does intend to enforce it Confidentiality Agreement.

All inquiries regarding a potential transaction, any questions with respect to information contained herein and any requests for additional information should be directed to FCBB.

For additional information, please contact:

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