

CONFIDENTIAL INFORMATION FOR

JUDY'S BREADSTICKS

1241 Anderson Dr. | San Rafael, CA 94901



ESTABLISHED

over 30 years ago

Recently acquired September 2024

BUSINESS PROFILE

Judy's Breadsticks is a clean-label, cash-generating CPG brand with deep roots in the Bay Area and rapidly growing national demand. With over three decades of brand equity and a formidable reputation for quality, Judy's now spans multiple product categories: **Breadsticks, Crackers, Croutons, Pretzels, Gluten Free Cookies, Pot Pies, and Lasagna** —making it a standout player on grocery shelves. Accompanied with retailer trust, SKU versatility, and ready-to-scale distribution. Judy's spans multiple food categories and leads with quality, shelf stability, and plant-based appeal.

This is a profitable, established, turnkey business for someone seeking a low-maintenance lifestyle business. However, the foundation is laid for rapid expansion through the distributor channels and beyond.

The company has secured high-volume contracts with 2 national distributors, which have reached the fulfillment stage. Test orders have been completed, and the backend setup is fully in place. Once the buyer is ready, they simply need to activate fulfillment; no additional groundwork is required. These relationships offer immediate upside.

Judy's Breadsticks comes with a built-in loyal customer base and strong inbound demand. Now poised for explosive growth, the business is ideal for an operator or strategic acquirer ready to step in and scale a fully validated brand.

LEASE & FACILITY

The facility is 1,536 sq. ft.

The current gross lease is month-to-month through August 31, 2027, with renewal potential. Monthly rent is \$2,916 and includes 3 parking places, with utilities paid separately.

STAFF

9 Full-Time Bakers

2 Delivery Drivers

1 Director of Logistics (leads daily operations)

1 Part-Time Accountant (handles AR/AP)

In-House Chef (R&D)

Owner oversees sales.

INVESTMENT HIGHLIGHTS

\$1,750,000+ Annual Revenue with positive net margins of approximately \$1,000,000

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Distribution with U.S. Foods & KeHE – multi-million-unit contracts secured

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Inbound Retail Demand from top grocers (Whole Foods Market, Stone's, Nugget Markets)

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No Outbound Sales – Demand is organic and increasing weekly

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Turnkey Infrastructure – Skilled team and streamlined operations in place

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Multi-Category Shelf Presence – Bread, crackers, pretzels, cookies etc.

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Strong Brand Equity – Over 30 years of heritage and clean-label loyalty

GROWTH POTENTIAL

There is potential to expand the business by executing existing contracts, fulfilling unserved retail demand, and investing in expansion and scale.

Immediate Growth Opportunities:

Fulfill Signed Contracts – US Foods and KeHE are already committed

Roll Out to Retailers – Numerous regional grocers are requesting more SKUs

Unify Brand Architecture – Streamline private label/legacy products under one identity

Optional DTC Channel – E-commerce and curated subscription models are available if desired

WHY JUDY'S?

This opportunity is ideal for a detail-oriented, operationally focused buyer ready to scale a brand that doesn't need to prove itself. Judy's is already:

Profitable

In-demand

Loved by retailers.

Built on decades of reputation.

Positioned across multiple categories for shelf dominance.

ASSETS

Facility Equipment

Baxter oven, BES mixer, Sheeter-Bake Max, double hood, breadstick machine, Bizerba slicer, Bloemhof- bread rolling machine, washing machine, Bosch dryer, 9 baking racks. 3-30 sheet pan capacity. 6-15 sheet pan capacity, 3 cooling racks for 20 sheet pans, 2 heaters, 300 +sheet pans, pallet jack, 8 rolling carts for 9 Lavex bins, 30 +/- professional grade storage totes, 4 plastic garbage bins, water dispenser, 4 stools, 2 wood rolling tables, 3 metal tables, 3 metal rolling carts, 1 large metal rolling cart, 2 plastic rolling carts, 3 metal shelving units, 1 Haler Frig, Global scale, 3 smaller scales, 2 swamp coolers, 1 Tach it Machine, 2 fire extinguishers, shelving for finished goods, 3 ladders, 13+/-store racks, 25+/-long clip strips, 17+/-shorter clip strips, store fixtures, baskets, metal bench, wood table, 3 long lockers, refrigerator, curtains, aprons, food storage bins, mops, brooms and vacuum, 2 baskets for cracker displays, floor displays, employee lockers, 1 floor fan, 4-fold-up tables for demo, 2 large banners for tradeshow, plastic food drums.

Office Equipment

Office table, chair, 2 stools, Epson printer, 1 air purifier, Apple computer with monitor, printer, scanner, 3 file cabinets, 2 metal racks, 1 shredder, invoice box, time clock, security box, 6 Comcast cameras, garbage can and sealing machine.

CONCLUSION

If you're looking for a high-potential CPG acquisition, Judy's Breadsticks is a rare find with:

A brand with traction
Sales already secured
Infrastructure in place
Massive upside potential

For additional information or further interest, please contact us at your convenience.



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Judy's Breadsticks-Equipment List

Baxter Oven

BES Mixer

Sheeter-Bake Max

Double Hood

Breadstick Machine + additional one that needs a new chain.

Bizerba- Slicer

Bloemhof- Bread Rolling Machine

Whirlpool washing machine.

Bosch Dryer - new

9 Baking racks. 3-30 sheet pan capacity. 6-15 sheet pan capacity.

3 cooling racks for 20 sheet pans

2 heaters

300 +sheet pans

Pallet Jack

8 rolling carts for 9 Lavex white bins with lids.

30 +/- professional grade storage totes with lids

4 plastic garbage bins

Water Dispenser

4 stools

2 wood rolling tables

3 metal tables

3 metal rolling carts

1 large metal rolling cart

2 plastic rolling carts

3 metal shelving units

1 Haler Frig

Global Scale,

3 smaller scales
2 swamp coolers- one is working with intake air as is.
1 Tach it Machine
Heavy-duty extension cord
2 fire extinguishers
Shelving for finished goods.
s3 ladders
13+/- racks handmade out of recycled wood for the stores
25+/-clip strips long
17+/-shorter clip strips
other store fixtures and metal sample baskets
metal bench
wood table
3 long lockers
refrigerator
curtains
aprons
food storage bins
mops, brooms and vaccum
2 baskets for cracker displays
floor displays
misc. baskets
employee lockers
1 floor fan
4-fold-up tables for demos
2 large banners for tradeshow.

Office Area

Office table + chair & 2 stools

Epson Printer

1 Air purifier

apple computer with a monitor

3 file cabinets

2 metal racks

1 shredder

plastic invoice box for the drivers

time clock

small security red box

6 cameras from Comcast (stay with Comcast service)

1 large recycle bin

1 large garbage can.

plastic food grade drums

1 Printer

1 scanner

1 sealing machine

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Profit and Loss

October - December, 2024

	OCT 2024	NOV 2024	DEC 2024	TOTAL
Income	\$43,053.12	\$47,888.45	\$89,959.40	\$180,900.97
Cost of Goods Sold				
Cost of goods sold				\$0.00
Cost of labor - COGS	4,870.00	3,294.91	9,245.45	\$17,410.36
Food cost- COGS	7,563.18	3,763.35	5,712.21	\$17,038.74
Supplies & materials - COGS	153.98	4,172.00	2,808.91	\$7,134.89
Total Cost of goods sold	12,587.16	11,230.26	17,766.57	\$41,583.99
Total Cost of Goods Sold	\$12,587.16	\$11,230.26	\$17,766.57	\$41,583.99
GROSS PROFIT	\$30,465.96	\$36,658.19	\$72,192.83	\$139,316.98
Expenses				
Advertising & marketing	17.95	41.95	96.85	\$156.75
Business licenses			543.20	\$543.20
car payment			958.21	\$958.21
General business expenses			40.00	\$40.00
Insurance	323.39	323.39	323.39	\$970.17
Office expenses	1,266.93		1,202.01	\$2,468.94
Rent	4,374.00		5,832.00	\$10,206.00
Repairs & maintenance		30.00		\$30.00
Utilities	869.41	1,559.60	1,834.55	\$4,263.56
Total Expenses	\$6,851.68	\$1,954.94	\$10,830.21	\$19,636.83
NET OPERATING INCOME	\$23,614.28	\$34,703.25	\$61,362.62	\$119,680.15
Other Income	\$3.56	\$0.44	\$0.46	\$4.46
Other Expenses				
Vehicle expenses	934.43	567.18	34.14	\$1,535.75
Total Other Expenses	\$934.43	\$567.18	\$34.14	\$1,535.75
NET OTHER INCOME	\$ -930.87	\$ -566.74	\$ -33.68	\$ -1,531.29
NET INCOME	\$22,683.41	\$34,136.51	\$61,328.94	\$118,148.86

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Profit and Loss

January - May, 2025

	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	TOTAL
Income	\$197,229.03	\$108,795.83	\$131,896.18	\$100,189.25	\$124,547.30	\$662,657.59
Cost of Goods Sold						
Cost of goods sold						\$0.00
Cost of labor - COGS	10,385.61	8,734.00	10,857.34	1,280.00	16,900.00	\$48,156.95
Food cost- COGS	160.00	27,365.00	3,782.71	7,343.30	13,786.06	\$52,437.07
Supplies & materials - COGS	2,950.83	1,480.65	8,901.93	970.06	4,596.33	\$18,899.80
Total Cost of goods sold	13,496.44	37,579.65	23,541.98	9,593.36	35,282.39	\$119,493.82
Total Cost of Goods Sold	\$13,496.44	\$37,579.65	\$23,541.98	\$9,593.36	\$35,282.39	\$119,493.82
GROSS PROFIT	\$183,732.59	\$71,216.18	\$108,354.20	\$90,595.89	\$89,264.91	\$543,163.77
Expenses	\$4,803.05	\$6,506.84	\$5,734.14	\$10,719.86	\$6,387.54	\$34,151.43
NET OPERATING INCOME	\$178,929.54	\$64,709.34	\$102,620.06	\$79,876.03	\$82,877.37	\$509,012.34
Other Income						
Interest earned	0.07	0.01				\$0.08
Total Other Income	\$0.07	\$0.01	\$0.00	\$0.00	\$0.00	\$0.08
Other Expenses						
Vehicle expenses	281.08	1,427.21	167.12	299.54	56.76	\$2,231.71
Total Other Expenses	\$281.08	\$1,427.21	\$167.12	\$299.54	\$56.76	\$2,231.71
NET OTHER INCOME	\$ -281.01	\$ -1,427.20	\$ -167.12	\$ -299.54	\$ -56.76	\$ -2,231.63
NET INCOME	\$178,648.53	\$63,282.14	\$102,452.94	\$79,576.49	\$82,820.61	\$506,780.71