

Profile number

110593

Iconic and artisanal ice cream parlor

Located in

Netherlands

Personal data

Sector

Retail food

Type of company

Other

Legal entity:

Partnership

Type of transaction

Assets / liabilities

Life phase enterprise

Full-grown

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

€ 100.000 - € 250.000

Asking price

To be agreed

Earnings before taxes

€ 0 - € 100.000

Company history/background

An iconic and artisanal ice cream parlor in the north of North Holland with a history of nearly 125 years. The business is regionally known for its unique concept: freshly prepared vanilla ice cream daily according to a traditional family recipe that has been passed down for generations. The ice cream is prepared artisanally throughout the day, ensuring guests always receive fresh ice cream that is no more than approximately one and a half hours old. In addition to the signature ice cream, the business offers an assortment of sundaes, milkshakes, ice cream cakes, and homemade popsicles. Thanks to its long history, the company has built a very strong local reputation and a loyal customer base, with multiple generations of customers returning. The ice

cream parlor is a household name in the region and attracts both local visitors and tourists.

Unique selling points

Key features

- Nearly 125 years of history and a strong local brand
- Artisanal ice cream production according to a traditional family recipe
- Very strong regional brand awareness and loyal customer base
- Freshly produced ice cream daily (max. approx. 1.5 hours old)
- Simple yet distinctive concept with one recognizable core flavor
- Additional assortment with sundaes, milkshakes, and ice cream cakes
- Family business with a strong emotional bond with customers
- Acquisition of an operational and proven concept

Other

The shareholders offer the assets and liabilities of the company for acquisition. The transaction involves a complete transfer of the operational activities, including, among other things:

- trade name and goodwill
- recipe and production process
- inventory and ice production equipment
- shop fittings and stocks
- existing business activities

The business is operated on a turnkey basis and offers a buyer the opportunity to continue and further develop a strong local brand with a long history and a proven concept.