

**Profile number**

108701

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## Company with Premium Fruit Juice Brand

**Located in**

The Netherlands

**General information****Sector**

Agriculture

**Type of company**

Other

**Legal entity:**

Private limited company

**Type of transaction**

Shares

**Life phase enterprise**

Full-grown

**Employees in FTE**

&lt; 5

**Type of buyer:**

- MBI candidate
- Strategic acquisition

**Financial information****Turnover last financial year**

€ 500.000 - € 1.000.000

**Asking price**

To be agreed

**Earnings before taxes**

€ 0 - € 100.000

**Company history/background**

The company is a family business rooted in fruit cultivation, with a rich history spanning over 30 years as a producer of pressed fruit juices. Over the past decade, the business has undergone significant professionalization in collaboration with investors, all while preserving its traditional values. This blend of heritage and innovation positions the company as a trusted and high-quality provider in the premium fruit juice market.

The offering consists of a contemporary range of pressed fruit juices with no additives. The brand stands out with its distinctive design and luxurious appeal.

The business is efficiently structured, with its own team of three part-timers (totaling 1 FTE) handling procurement, sales, planning, brand management, and administration. There are no employees on payroll.

For over a decade, production and distribution have been entrusted to reliable quality partners, ensuring consistent excellence.

The products are exclusively supplied to the hospitality industry, catering services, and specialty retailers, reinforcing the brand's premium positioning.

## Unique selling points

- Efficient organization, run by a small team (1 FTE), but ready for scaling.
- Versatile and high-quality product range with broad applications.
- Numerous growth opportunities that remain untapped, ready to be explored.
- Low operational and investment risk, ensuring financial stability.
- Transferable extensive network in target markets.
- Well-established company with an excellent reputation in the industry.

## Other

The decision to sell the company is a mutual agreement between the shareholders. For one, it is time to step back and focus on personal priorities, while the other sees this as a natural moment to pursue a new career direction. Both are committed to ensuring the company is handed over to a successor who can build on its strong foundations and drive further growth.

Their post-sale involvement will be tailored to the buyer's preferences, with options ranging from staying on for an agreed transition period to other arrangements being open for discussion.

This proposition is attractive to a strategic buyer seeking to expand with a premium product line, as well as to an MBI candidate with sufficient resources, for whom the company offers an ideal springboard.