

Profile number

110711

Wholesale tea and coffee

Located in

Netherlands

Personal data

Sector

Wholesale

Type of company

Wholesale food(s)

Legal entity:

Partnership

Type of transaction

Assets / liabilities

Life phase enterprise

Growing

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

€ 100.000 - € 250.000

Asking price

€ 0 - € 100.000

Earnings before taxes

€ 0 - € 100.000

Company history/background

The proposition comprises two companies that supply tea and coffee, as well as tea-related accessories, to businesses under registered proprietary brands. In 2025, both companies will have merged, and the activities will be managed and executed by a single person.

The current owner acquired both companies in late 2024 when they were still in a start-up phase.

The company sells a wide range of tea, tea, and coffee to businesses in the Netherlands entirely through online

sales & marketing.

The tea assortment also includes a number of tea-related accessories, and the coffee assortment consists of products imported from several countries under 'Fairtrade Plus' conditions. The coffee is roasted, bottled, and packaged in the Netherlands.

Unique selling points

The products have a high-quality image and are aimed at a specific target group in a niche market; partly for this reason, the market approach differs from mass marketing. The brands are not available in supermarkets. The products distinguish themselves based on quality and packaging. The gross margin in this market segment is good.

Other

For both product groups, there are various opportunities to significantly expand revenue and the product range. The market potential is very large. Expanding the product range will not only lead to a strong improvement in profitability but will also benefit from increased order volume, meaning shipping costs will increasingly cease to be a limiting factor. With a broader market approach and increased commercial focus, this company has excellent opportunities (including in neighboring countries) to grow exponentially and significantly improve profitability.