

Profile number

110902

Food brand that develops and sells delicious gluten-free products, with loyal B2B customers and growth potential in the Benelux.

Located in

North Netherlands

Personal data

Sector

Wholesale

Type of company

Wholesale food(s)

Legal entity:

Limited Company

Type of transaction

Assets / liabilities

Life phase enterprise

Growing

Employees in FTE

< 5

Type of buyer:

Strategic acquisition

Financial information

Turnover last financial year

€ 250.000 - € 500.000

Asking price

€ 250.000 - € 500.000

Earnings before taxes

Confidential

Company history/background

The company was founded more than ten years ago out of a personal need for high-quality gluten-free food. Based on the belief that gluten-free eating should not come at the expense of taste, quality, or experience, a distinctive brand was developed with a broad range of certified gluten-free products.

Through a strong focus on product development, organic ingredients, innovation, and responding to changing consumer needs, the company has established a solid position within the rapidly growing “free-from” segment. The products are available through various sales channels, including retail, wholesale, foodservice, and online.

The brand has a loyal customer base, an excellent reputation, and a recognizable market position. The company is ready for its next growth phase, in which a strategic partner or buyer can fully capitalize on the existing market and scaling opportunities.

The company develops, markets, and distributes a fully gluten-free product range for both the business and consumer markets. With a strong focus on quality, food safety, and ease of use, the company offers products that can be used easily and reliably across a wide range of applications.

The company works with a network of specialized production, distribution, and sales partners, creating a scalable and efficient business model. Within the B2B market, the company serves hospitality partners and national wholesalers. In addition, the products are available to consumers through various sales channels.

The company operates in a growing market, driven by increasing attention to food intolerances, growing awareness of gluten-free nutrition, demand for “free-from” products, and the need for transparent and conscious food choices. The strong partner structure provides a solid foundation for further growth.

Unique selling points

The brand has built a loyal and recurring customer base within the niche of gluten-free and conscious nutrition.

Customers choose us because of:

- complete confidence when it comes to gluten-free food
- reliability and transparency
- convenience for daily consumption
- distinctive quality within the segment, with 80% organic products
- an agile company that can respond quickly

Other

We are looking for an ambitious and strategically suitable buyer who can further develop the brand and take it to the next level. The company is currently at a stage where an acquisition aligns well with its business strategy and can accelerate further growth.

Following the sale, a careful handover will be a key priority. The current owner will support the buyer in transferring processes, working methods, and important customer relationships. After a full onboarding and handover period, the current owner will step away from the company.

The company is particularly interesting for organizations looking to strengthen their position within the gluten-free and “free-from” segment and offer their customers a broader product range. Experience in the gluten-free segment is preferred but not required.

This opportunity is especially attractive for buyers looking for:

- growth within the gluten-free/free-from segment
- direct market access in the Netherlands and Belgium
- an established brand with an existing customer base
- a scalable food concept within a growing niche market