



## **ABERCORN BUSINESS SALES**

**SUCCESSFULLY SELLING YOUR BUSINESS**



**Freshly baked Scottish baked pies, sausage rolls and sweet pastries  
-London kitchen -Retirement Sale**

West London

**Asking Price: £150,000**

Reference: CE06-ABS | Confidential Memorandum

**Asking Price:** £150,000 (including fixed assets circa £30,000 - commercial kitchen -equipment, Van, blast chiller, fridges ovens, the brand). This is a cash-free debt-free basis.

**Location:** Two high footfall terminus stations in London with a commercial kitchen located in West London, London.

## Key Highlights

### Unique Selling Proposition

Authentic, handmade Scottish baked goods, including Scotch pies not available elsewhere in England.

Premium ingredients, including small-herd, pasture-fed meat.

Exceptional customer reviews and a strong reputation.

### Growth Potential

25% year-on-year sales growth over the past four years.

Opportunities to expand into additional markets, franchise the brand, or open brick-and-mortar retail locations in high-traffic areas like train stations and airports.

Underutilised production capacity: Kitchen operates only 40 hours per week, with potential to quadruple production without additional premises costs.

### Prime Locations

Operating at two high-traffic food retail markets outside Kings Cross and Euston stations.

Both locations benefit from heavy footfall and serve the "grab-and-go" market segment.

### Strong Brand Identity

Recognized as a leader in Scottish baked goods, with significant customer loyalty and repeat business (40% of trade).

### Business Description:

A well-established and highly reputable business specialising in authentic Scottish baked goods, including Scotch pies, sausage rolls, and traditional sweet pastries. Founded to fill a niche in the market for Scottish products in England, the business has grown significantly year-on-year, with a loyal customer base and excellent customer feedback.

The products are handmade in the business's own kitchen using premium ingredients, such as small-herd, pasture-fed meat, and traditional recipes that set them apart from competitors. The business is recognized for its authenticity, quality, and excellent customer service, making it the go-to destination for customers seeking genuine Scottish flavours.

### Financial Summary:

**2023/24 :** Turnover £242,000 and Gross Profit £164,000\*

**2022/2023** : Turnover £203,000 Gross Profit £147,000

**2021/2022** : Turnover £154,000 Gross Profit £87,000

\*2023/24 Sales £242,000 figures are approximate and subject to finalization.

### **Business Operations:**

#### **Operating Hours:**

Kitchen: Available 24/7; currently utilized 40 hours per week.

Market Stalls: Tuesday to Friday, 9:30 AM to 7:00 PM.

#### **Staffing:**

2 full-time market stall operatives.

1 freelance chef.

#### **Facilities:**

Kitchen: Commercial facility in Park Royal with a yearly rolling license.

Market Stalls: Two high footfall terminus stations in London with a commercial kitchen located in West London, London.

#### **Rent:**

Kitchen: £12,600 annually (including rates and service charges).

Rental for stall one: £22,600 annually.

Rental for stall two: 17.5% of sales (inclusive of VAT).

#### **Opportunities for Growth:**

**Production Expansion:** Fully utilise the commercial kitchen's 24/7 availability to increase production.

**Vertical Integration:** Invest in machinery to produce pie shells in-house, reducing dependency on suppliers and improving profit margins.

**New Markets:** Expand into additional high-footfall locations or franchise the business model.

**Online Presence:** Develop a website and leverage e-commerce to reach new customers.

**Paid Advertising:** Introduce targeted advertising campaigns to increase brand awareness.

#### **Customer Base:**

Approximately 40% of trade comes from repeat customers.

The loyal customer base developed over several years of trading in high-visibility markets.

Products appeal to both local residents and commuters looking for high-quality grab-and-go options.

### **Competitive Landscape:**

While there are general competitors in the grab-and-go market, such as My Pie and Pieminster, this business is unique in offering authentic, traditional Scottish baked goods, with no direct competitors in this niche.

### **Key Assets:**

Commercial Kitchen: Fully equipped facility with 24/7 access.

Prime Market Stalls: Two high footfall terminus stations in London

Brand Equity: Strong recognition as a leader in Scottish baked goods.

Social Media Presence: Engaged audience on Facebook, Instagram, X, and Threads.

### **Support and Handover**

The current owner is committed to ensuring a smooth transition for the new owner and will provide handover training. The business is straightforward to operate and does not require technical knowledge.

### **Confidentiality**

This sale is highly confidential, and no staff, customers, or suppliers are aware of the business being on the market. Please treat all information contained within this memorandum as strictly confidential.

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## Next Steps & Contact

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