



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Premium Raw Dog Food Manufacturer & Distributor Business for Sale

Rural Location (Midlands)

Asking Price: £500,000

Reference: MD04-ABS | Confidential Memorandum

Asking Price: £500,000 + Stock (Cash Free, Debt Free)

Projected Turnover for current financial year: £1.4m

Adjusted EBITDA (pre- director drawings) c. £250,000

200 regular trade customers

8,000 direct-to-consumers (D2C) customers on database

EXECUTIVE SUMMARY

This Premium Raw Dog Food Manufacturer & Distributor presents an opportunity to acquire a fast-growing, premium raw dog food business operating within one of the most resilient and expanding consumer sectors pet nutrition.

Established in 2024, the business has scaled rapidly to a forecast £1.4m turnover in the coming financial year, with adjusted EBITDA circa £250,000, supported by a repeat-driven Business 2 Business model (c.80%) and a growing direct-to-consumer (D2C) channel.

The company is widely regarded as a market challenger, combining:

- High-quality, own-manufactured raw dog food
- Strong trade relationships and repeat ordering
- Complementary distribution of high margin treats, chews, and supplements
- A loyal and expanding customer base

With Year-on-Year growth ranging from 11% to 26%, strong operational foundations, and multiple clear growth levers yet to be fully exploited, this is a rare chance to acquire a scalable platform rather than a lifestyle business.

The sale is driven by personal and family considerations, not trading performance.

WHY THIS BUSINESS IS ATTRACTIVE

- Premium sector exposure with structural tailwinds
 - Proven demand with repeat trade customers
 - Diversified revenues across manufacturing, wholesale, and direct-to-consumers (D2C)
 - Strong gross margins and EBITDA headroom
 - Operationally stable grow sales, not fix problems
 - Immediate upside through marketing, scale, and automation
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BUSINESS OVERVIEW

- Shareholding: 100% owned by Director
- Incorporated: 2024
- Activity: Premium raw dog food manufacturing, wholesale, distribution & retail
- Business Model: 80% B2B | 20% D2C
- Reputation: Strong product quality and service reliability

Founded by an experienced operator previously successful in raw pet food retail, the business was built deliberately to avoid over-reliance on any single channel or customer.

Operations are repeatable, regulated, and well-documented, with compliance, SOPs, and quality controls firmly embedded.

PRODUCTS & SERVICES

Core Offerings

- Own-brand premium raw dog food (manufactured in-house)
- Wholesale supply to trade customers
- Distribution of:
 - High margin treats and chews
 - Supplements and complementary products

Key Differentiators

- Consistency of raw ingredients and finished product
- Agile production and recipe flexibility
- Ability to white-label and customise
- Direct manufacturer control (not outsourced)
- Strong customer engagement and responsiveness

Products are well received both within the trade and by end consumers, reinforcing repeat purchasing behavior.

MARKET & CLIENTS

Customers

- Circa 200 regular trade customers
- Circa. 8,000 direct-to-consumers (D2C) on database
- High proportion of repeat orders

Market Position

- Positioned as a premium challenger brand
- Competes with top-end raw brands (e.g. established premium producers)
- Differentiates through service, agility, and quality consistency

Market Outlook

The pet nutrition market continues to demonstrate long-term structural growth, driven by:

- Humanisation of pets
- Demand for transparency and quality ingredients
- Premiumisation of feeding habits

The raw pet food segment is forecast to grow at mid-to-high single digit to double-digit Compound Annual Growth Rate over the next decade, materially outperforming traditional pet food categories.

OPERATIONS

Premises

- Approximately. 6,000 square feet industrial unit
- Ground floor factory; offices and storage above
- Rural location within a shopping village
- Rolling lease with 2 months' notice
- Annual rent: £22,000
- Rates: c. £5,187 (2025/26)

Staffing

- 10 full-time employees
- 2 part-time employees
- Key Operations Manager in place
- Full contracts and job descriptions

Systems & Technology

- Cloud-based office systems (MS Office + specialist tools)
- Production machinery essential to operations
- Clear scope to improve efficiency via automation and labelling investment

Regulatory & Compliance

- Licensed by APHA / DEFRA
- Trading Standards compliant
- Environmental Health permit in place
- Regular inspections
- Extensive SOPs and QA documentation

No regulatory, debt, or compliance issues.

FINANCIAL SUMMARY

Growth Forecast:

- Financial Year 2026/27 revenue projected at £1.65m
- Net profit projected at c. £170k (organic growth only)

GROWTH OPPORTUNITIES

A new owner with capital and focus could unlock significant upside:

- Expand Business-2-Business penetration and geographic reach
- Scale D2C via improved digital marketing
- Launch Amazon channel (already planned)
- Increase white-label production
- Introduce new formats and SKUs

- Invest in production automation to scale output
- Improve margins through volume efficiencies

Indicative upside:

At 30 tonnes per week production (currently <10), revenues could reach circa £5m, with potential net profits of £600k+ at scale.

REASON FOR SALE

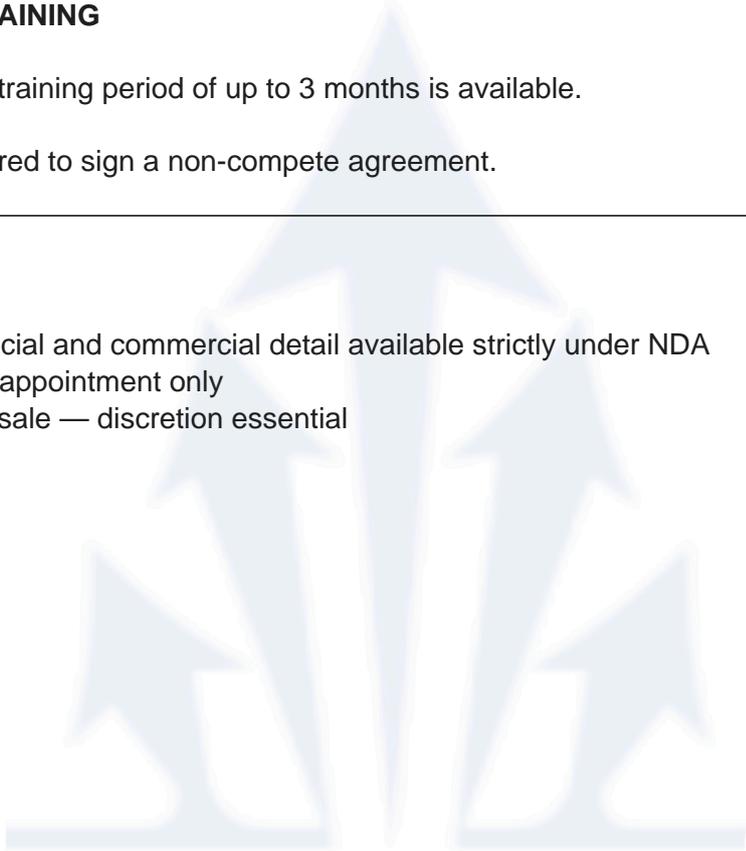
The owner is approaching retirement age and is managing family health considerations. The sale is not performance related.

SUPPORT AND TRAINING

A full handover and training period of up to 3 months is available.

The vendor is prepared to sign a non-compete agreement.

NEXT STEPS

- Further financial and commercial detail available strictly under NDA
 - Viewings by appointment only
 - Confidential sale — discretion essential
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Next Steps & Contact

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