

# Coffee & Burger Afloat Business Sale & Marketing Pack

Coffee & Burger Afloat is an award-winning coffee and burger bar floating amidst the stunning mountains of Central Otago.

Coffee & Burger Afloat has been a staple of the Lake Dunstan Trail since its inception in May 2021. Designed to cater to cyclists, walkers, and watercraft enthusiasts, this unique business has established itself as a must-visit destination, offering barista coffee, gourmet burgers, and a one-of-a-kind lakeside experience.

## Prime Location & Market Positioning

- Located on the Lake Dunstan Trail, halfway between Old Cromwell and the Clyde Heritage Precinct.
- Easily accessible by boat and strategically positioned in one of the lake's most sheltered bays.
- A crucial rest stop before the more challenging uphill and remote sections of the trail, making it an ideal destination for families, casual riders, and those with limited mobility.
- A popular hub for cyclists, walkers, and visitors arriving via boat, jet ski, or kayak.
- Note: Cromwell is the fastest growing small town in New Zealand with tourism visitors to Central Otago continuing to grow annually.

## Growth & Innovation

- **May 2021:** Business launch alongside the opening of the Lake Dunstan Trail, providing much-needed refreshments for trail users.
- **October 2021:** Expansion with *Burger Afloat*, enhancing the food offering and debuting at Central Otago's *Eat.Taste.Central* event.
- **Awards & Recognition:**
  - Winner of *Eat.Taste.Central's* **Food on the Move** People's Choice category for the Venison & Thyme Burger. Followed 12 months later by winning the **Burger** category with the Lamb Burger.
  - Winner of the **Sustainability and Innovation** Judges' Award for two consecutive years.
  - Featured in prominent publications, including Stuff, the Otago Daily Times, and the Sydney Morning Herald.

## Sustainable & Self-Sufficient Operations

- Fully off-grid setup powered by solar energy, supplemented by battery banks and generators.
- Efficiently running fridges, freezers, coffee machines, grinders, and water pumps with minimal environmental impact.
- Daily restocking via the *Fetch The Milk* support boat, ensuring fresh supplies and seamless operations.

# Event & Community Engagement

## Beats & Burgers Summer Series:

- A popular monthly event bringing live music to McNulty Inlet and Lowburn Inlet.
- A dedicated floating stage pontoon offers flexibility for lakeside locations and doubles as a docking jetty at the main trail location.
- Established as a beloved fixture on Cromwell's events calendar.

# Seasonal Operations & Business Potential

- **First Year:** Operated year-round, though impacted by COVID-19 lockdowns.
- **Subsequent Years:** Adjusted to seasonal demand, taking winter breaks while maintaining strong summer operations.
- **2024/25 Season:** Transitioned to weekend and reduced-hour operations due to owners moving on to other opportunities.
- **Ideal Lifestyle Business:**
  - Operating **11am-2pm daily**, allowing for a fantastic work-life balance, with potential to expand operations again.
  - **Evening operations possible**, following the successful summer series model.
  - **No lease costs!** Instead, a volume-based percentage contribution of **coffees** sold goes to the Lake Dunstan Trail Trust for trail management and maintenance.
  - Fully-trained, trusted local baristas available for seasonal staffing needs.

# Business Sale Details

- **Asking Price:** ~~\$200,000~~ ~~\$150,000~~ (assets valued at \$153k)

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## • Assets Included:

- 4 boats (Coffee Boat, Burger Boat, Stage Boat, Support Boat 'Fetch The Milk')
- Vehicles & trailers
- Full cafe fit-out and operational equipment and base equipment
- **Brand Assets:** 1.4K Instagram followers, 1.1K Facebook followers, and a **200-person email list**.
- A **keen local following** and strong customer base.
  
- **Financials, Asset List & Additional Information:** Available upon signing a Confidentiality Agreement.

# Future Potential & Expansion Opportunities

- **Franchising Opportunities:**
- Potential to expand across **NZ's cycle trail and lake network**, including:
- **Alps to Ocean** (Twizel/Ohau)
- **Otago Central Rail Trail**
- **New Kawarau Gorge link (2025/26) connecting to Queenstown**
- **New Wanaka link (2026/27)**
- The business model could also be replicated in **lakeside and coastal areas** nationwide.

## Growth Areas:

- Extend operating hours.
- Introduce additional private functions and event catering. (Already operational to cater for local business Christmas Functions)
- Explore increased partnerships with local tourism operators i.e. bike hire businesses, accommodation providers and specific tour operators etc.

## A Highly Newsworthy Brand:

- Featured in national and international press, making it a prime business for media attention and brand expansion.

# Media & Online Presence

Featured in major travel and news publications:

[Stuff: NZ's Coolest Floating Coffee Shop](#)

[Otago Daily Times: Coffee Boat Keeps Cyclists on Track](#)

[Stuff: Burger Afloat - NZ's First Floating Burger Bar](#)

[5 Quirky Cafes in NZ You Need to Visit](#)

**Website:** [www.coffeeafloat.co.nz](http://www.coffeeafloat.co.nz)

**Social Media:** Active presence on Facebook & Instagram showcasing daily operations, events, and customer experiences.

# Conclusion

Coffee & Burger Afloat is a proven and award-winning business with a strong brand presence, unique location, and an established customer base. With opportunities for expansion, scalability and a growing trail network, this is an exceptional investment for an entrepreneur looking to take this innovative venture to the next level.

# Next Steps

Contact us for full details including Revenue, Trail Numbers, Trend Statement and Plant List.