

# 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** category for the Venison & Thyme Burger.
  - Winner of the **Sustainability and Innovation** Judges' Award.
  - 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.
- **2023/24 Season:** Transitioned to weekend and reduced-hour operations due to owners moving on to other opportunities.
- **Ideal Lifestyle Business:**
  - Operating **10am-2pm daily**, allowing for a fantastic work-life balance.
  - Currently operating **10am-2pm on weekends**, with potential to expand.
  - **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:** \$285,000 (including assets valued at \$150,000).
- **Assets Included:**
  - 4 boats (Coffee Boat, Burger Boat, Stage Boat, Support Boat)
  - Vehicles & trailers
  - Full cafe fit-out and operational 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 & 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.