

PREMIUM PET FOOD BRAND FOR SALE (NORTHERN MELBOURNE, VIC) BFB4716

Price	$145,000 plus SO
Property Type	Business
Property ID	4716

A BRAND DOGS LOVE AND OWNERS TRUST – NOW READY FOR ITS NEXT CHAPTER

This is a rare opportunity to acquire an established, PrimeSafe-accredited raw dog food manufacturer and online retailer based in Melbourne's northern suburbs. Renowned for premium, human-grade, preservative-free meals made fresh in small batches, the business has spent eight years building a devoted following and a reputation for quality that speaks for itself. With a 70% return customer rate, a thriving organic social media presence and glowing customer reviews, this is a brand that has earned genuine trust in a fast-growing category. Offered as a complete turnkey opportunity, it comes fully equipped with an accredited production facility, a trained team, proven in-house recipes, reliable supplier relationships, a functioning cold-chain delivery network and a polished ecommerce platform — everything needed to continue trading from day one.

The growth story here is just getting started. Having achieved strong, sustainable success with minimal paid advertising, this business offers exceptional upside for a buyer ready to invest in marketing or bring an existing complementary customer base. It's a natural fit for operators already active in the pet industry, raw food, meat or food manufacturing, or ecommerce sectors — offering immediate cross-selling potential and operational synergy. Buyers will inherit an engaged customer database, reliable subscription revenue and a strong digital foundation, all primed for expansion into new delivery regions, wholesale partnerships, increased production and an extended product range. The current owner is committed to a smooth handover, offering hands-on training and direct introductions to key suppliers and industry contacts to set the new owner up for success.

- Established 2018 — seven years of trading history and strong

Agent Details

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BF BROKERS
Committed to Service and Integrity

brand recognition

- Pet food manufacturing and online retail operation, licensed to operate a meat processing facility
- Averaging 270 orders per month, $115 average transaction value, and a 70% return customer rate
- Established delivery network across Metropolitan Melbourne, including free local weekday delivery
- Fully accredited production facility with leased freezer, refrigerated van, fridges/freezers and stockist freezers
- Premises includes bathroom, shower, office and 3 parking bays
- Skilled team in place across delivery, social media and email marketing
- Established ecommerce platform, marketing databases and subscription revenue base
- Significant upside through paid marketing, wholesale expansion, new delivery areas and range growth

Should you be interested and wish to receive further information, please complete the online Confidentiality Deed and a fully comprehensive Business Profile will be made available to you. To discuss this or other fitness and health opportunities in Victoria, please contact David Flanagan on 0483 964 232 or david@bfbrokers.com.

*NB: *The business images shown are for illustration purposes only and may not be an exact representation of the business.*

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