

The Good Bite

kitchen

ESTABLISHED INVENTIVE FOOD PRODUCER SEEKS NEW OWNER

Jump right into an 11-year-old business with limitless opportunities specializing in creative, house-made fare that locals and tourists alike know and love.

i BUSINESS DESCRIPTION

The Good Bite Kitchen currently offers Heat-n- Eat meals and more for home, including a weekly fresh menu, frozen options, & GBK staples. Offerings include complete, well- balanced meals, frozen entrees to stock your freezer, plus sides, including: house vinaigrettes, breads, pickled vegetables, cold brew coffee, dips & more. We are known for inventive food featuring local ingredients at reasonable prices.



i CURRENT EMPLOYEE(S)

1 Full Time Owner

e CONTACT

Kayte Billerman
Chef & Owner
kayte@thegoodbitekitchen.com
(518) 524-4912

📍 BUSINESS LOCATION

6115 Sentinel Rd, Suite 1, Lake Placid, NY 12946
(formerly Kreature Butcher Shop in Liquids & Solids building)

\$ KEY FINANCIALS

ASKING PRICE - \$75,000
FF&E FAIR MARKET VALUE INCLUDED - \$7,970
MULTI-YEAR AVERAGE REVENUE - \$127,039
MULTI-YEAR AVERAGE CASH FLOW - \$25,611

FACILITIES

670-square-foot temperature-controlled, health department certified commercial kitchen and point-of-sale space.
79-square-foot walk-in cooler and 16-square-foot storage space. Potential for small seasonal outdoor seating area.

Two-year lease ends June 31, 2024, with option to renew every two years with 3% rent increase. Current rent is \$775/month plus \$150 flat rate for utilities including electric, water, trash/recycling and internet. Rental space includes front display deli case, (2) butcher block tables, stand up residential freezer, chest freezer, AC split system. Building owners are very attentive and will be upgrading the building over time.

RECENT PUBLICATIONS

LocalADK Article
Spring 2023
<https://localadkmagazine.uberflip.com/i/1495518-localadk-spring-2023/47?>

Adirondack Daily Enterprise
August 2023
<https://www.adirondackdailyenterprise.com/news/local-news/2022/08/good-bite-kitchen-moves-house/>

Small Town Cultures Cookbook
2022
<https://www.smalltowncultures.com/smalltowncookbook>



COMPETITION

No direct competitors with current operation, but indirectly other restaurants and food stores offer ready-to-eat meals and/or takeout options.

AREA INFORMATION

Lake Placid, NY is located in the beautiful Adirondack Park and is a popular destination for outdoor enthusiasts. Primarily a tourist and hospitality driven market, Lake Placid also hosts many sporting events and business conferences throughout the year. Summer activities include hiking, boating and mountain bike riding. Winter activities include alpine and cross-country skiing, snow shoeing, snowmobiling, hockey and figure skating.

Potential to be as busy as you want to be! There is nothing like it currently being offered in Lake Placid and surrounding areas. Lake Placid is a tourist driven economy, but we have found much success with locals and second home owners.

” REVIEWS & ACCOLADES

The company has an established website, email addresses, social media accounts and phone number as well as Google, TripAdvisor and Yelp reviews. Currently 4.7 stars on Google with 88 reviews, #15/54 restaurants in Lake Placid on Trip Advisor without even being a restaurant and 96 reviews on Yelp. The Good Bite Kitchen was the #1 restaurant in Lake Placid on TripAdvisor for over 3 of the 6 years we served ready-to-eat food.

📷 SOCIAL MEDIA REACH

We have minimal paid advertisements and have built our reputation on word of mouth and online reviews. Currently an eighth note sponsor for Songs at Mirror Lake, providing catering services for their sponsor tent 7 nights during the summer.

WEBSITE

*10,372 unique visitors (last 12 months)
Traffic 61% mobile / 22% desktop*

INSTAGRAM

*1,416 followers
6,460 average montly impressions*

FACEBOOK

*2,296 followers
1,418 average post reach
1,194 average interactions per month*

📊 GROWTH & EXPANSION OPPORTUNITIES

We are currently operating Tuesday through Friday from 11:00 am to 6:00 pm, with a production day closed to the public on Mondays. We have chosen to keep our operation small and limit our hours for personal work-life balance goals.

The established name would give the new owner the ability to take the business in any direction they want. We are still seeing parties of people daily looking for our previous business model of ready-to-eat vegetarian lunch, averaging 4-5 parties in winter and 7-10 parties in the busy summer season. Healthy, vegetarian and vegan food is greatly needed in town. We receive requests daily for smoothies, salads, grain bowls, etc., including dietary restrictions like gluten-free, keto and low carb.

The first expansion opportunity is simply to expand menu options and/or change to a ready-to-eat style, increase hours and open on the weekends. Other options include adding commissary kitchen hours, seasonal outdoor seating, off-site catering, delivery services, fridge stocking for second homeowners and vacation rental properties, and grab-n-go foods.

An additional expansion opportunity lies right next door in the former Liquids & Solids restaurant. The current building owners are undergoing a complete overhaul and refresh of the space and will be looking to lease the entire restaurant shortly. Full restaurant includes commercial kitchen with all major equipment, full-service bar, large divided walk-in cooler, equipment and more.

❓ POST-SALE SUPPORT

On-site training and expertise sharing for 1 full week post sale and 1 day a week for a month. Can be available via phone or email most days for immediate questions/concerns.