

BUSINESS BROKERS OF SAN ANTONIO

Offering#:	S493	Asking Price:	Negotiable
Location:	United States	Revenues (2024):	\$803,000
Industry:	Internet (Food)	Adjusted EBITDA (2024)	\$204,000

Acquisition Highlights:

- * A leading website in the BBQ Category
- * President/GM and Team in Place
- * 13,000+ Paid Yearly memberships with high renewal
- * Over 150k Social Media Followers
- * Ongoing Book Revenue and Royalties
- * \$500k+ Investment in the 3,000+ page website

Description: INDUSTRY LEADING BBQ WEBSITE

The unquestioned leader in a growing food segment. The website has multiple organic streams of revenue including more than 13,000 paid yearly memberships, affiliation fees from multiple vendors including Amazon.com, display advertising, and book royalties. The company has invested in technology the last couple of years for future growth and has promising new projects underway that could be significant in terms of adding additional revenue streams.

The website has more than 3,000 pages of tested recipes, technique, and product reviews. It proactively contacts its audience via email newsletters with more than 100k subscribers and social media with more than 150k followers. The owner has appeared on national TV, radio, newspapers, magazines, podcasts, etc. All marketing is designed to drive traffic to the website and build the brand.

The owner is selling because they want synergy with other related sites in order to grow the paid membership and to gain access to management, marketing, sales, and design expertise. The owner and his team, including a President/General Manager running the company's day to day operation, core Team in place, definitely want to remain with the company to help grow the brand with the right partner. Exact terms to be negotiated. Included with the sale is a meaningful non-compete and non-solicitation agreement.

This is structured as an asset sale and is neither an offer nor a solicitation to sell securities. Call Doug Scheiding at 210-348-8989 or email at doug@bbofsa.com for more information.

Financial History:

	2022	2023	2024	TTM
Revenue	\$737,000	\$586,000	\$660,000	\$645,000
Adjusted EBITDA	\$249,000	\$92,000	\$207,000	\$128,000

For Further Information Contact:

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