



A Bold Innovation in the Growing Kava Industry

Kava Classic – The Future of Social Drinks, Reinvented

Kava Classic is transforming the kava market with patentable technology that improves taste, making kava more appealing to a broader audience. This innovation sets the business apart from traditional bitter-tasting kava, unlocking new marketing and growth opportunities.

Market Insights:

- Global kava market valued at US\$150 million in 2020, projected to reach US\$250 million by 2027, with a CAGR of 7-8%.
- Rising demand for natural, plant-based, non-alcoholic beverages, driven by wellness trends and interest in anti-anxiety products.

Key Selling Points:

- Patentable Technology: Enhanced flavour profile gives Kava Classic a competitive edge.
- Revenue Potential: Ready for market entry via retail, e-commerce, and licensing.
- Growing Demand: Appeals to health-conscious consumers seeking natural alternatives.
- Investment Potential: Kava Classic offers a unique opportunity to enter the rapidly growing kava market with a distinct competitive edge.

Price \$500,000

Ref 3741

Agent Details

Mike Bryce – 021 771 711

Office Details

Barker Business Brokerage
0064 9 448 1285



The enhanced flavour profile expands the product's appeal, paving the way for strong revenue growth through retail, online sales, and potential licensing deals.

Price: NZ\$500,000 plus GST if any. Includes all IP Rights to the process.

The Vendor offers a full 6-month handover period with further product development assistance to establish market.

Don't miss out on the chance to own a business that is set to reshape the way kava is consumed globally. Contact us today to learn more about this exciting investment opportunity. To arrange a confidential discussion, visit the Barker Business website, www.barkerbusiness.co.nz search #3741 and submit the online Confidentiality Agreement. Once Mike receives your expression of interest, he will be in touch to arrange an initial meeting to discuss the business.

*Source of information – Supplied by the Business Owner.

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