



Sell Sheet for Crab Shack Snack Bar

Headline:	Successful and growing limited-service seafood restaurant with additional growth potential for new owner.
Business Location:	2922 NY-9N, Crown Point, NY, 12928
Business Description:	• Full menu of seafood options including lobster rolls, clam strips, clams, mussels, shrimp and crab alongside burger, hotdog, and chicken wing options. Also serving beer, wine and frozen drinks. Seats 60+ customers with indoor and outdoor seating. • Operating for 14 years, sales have continually grown year over year and the business is on track to continue that trend. Current owner operates from Mother's Day to the Sunday before Labor Day. • Although the Crab Shack is billed as a "snack bar" customers are pleasantly surprised by the sit-down restaurant quality of the food. The Crab Shack has a very loyal following with both locals and tourists returning year after year. Many out-of-state travelers make the Crab Shack a standard stop on their travels. A true destination eatery, some customers will make a day trip of 3-4 hours just to eat at the Crab Shack. • The Crab Shack logo is an officially registered Trademark. • The Crab Shack's biggest strength is the quality of the food they sell – it's much more than you would expect from a "snack bar." The owner has sourced good quality inventory from trusted suppliers and carefully monitors waste to keep costs under control. • Seafood is by far the primary revenue generator and is the most profitable aspect of the business. Adult frozen drinks also have a very good profit margin. • A diner was previously operated at this location for many years. The current owner purchased it in 2007 and made the transition to the Crab Shack Snack Bar.

Key Financials:	Asking Price: \$239,000 Revenue: • 2023 \$138,286 • 2024 \$148,746 • 2025 \$158,926 More details on the financials can be provided to serious buyers. Cash Flow: If a new owner starts with sufficient working capital, cashflow for this business should be strong. The seasonality of the business creates strong sales during a limited season and overhead costs are relatively low, the largest being labor. Furniture, Fixtures & Equipment: The sale of the business includes the Trade Marked logo and business name as well as more than \$32,000 in equipment (list can be provided). Inventory: Inventory included in the sale will vary depending on time of purchase. Later in the season the inventory level will be lower as the current owner plans to use as much perishable inventory as possible by Labor Day, when the restaurant closes for the season. Any non-perishable foods and all products like flatware, cups, food trays, etc. will be included. It is estimated that full start-up inventory for a new owner would cost between \$10,000 and \$15,000.
Employee Information:	It takes four full-time employees to operate the Crab Shack at the peak of the season. Three employees are currently the lowest number used and this is only during slower times in the season. The current owner does not work full-time in the restaurant so if a new owner(s) wants to work in the restaurant daily they can reduce the number of employees needed. Most employees are local students who need summer employment, so the employee pool is different every season. Training each year takes only 2-3 weeks at the start of the season.
Facilities:	The restaurant sits on a parcel with the 50-site seasonal campground, Maple Ridge Park. The building is approximately 1,200 square feet which includes the kitchen, two restrooms, the indoor and outdoor dining areas and a service counter. The new owner could operate in the current location, leasing the restaurant space from the current owner, or move the operation to another location. The rent or lease for a new owner can be negotiated, with the term of lease being as long as needed and renewals set as automatic. The new business owner will have the rights to the entire building and attachments as well as the apartment on the second floor and an area around the building of 20 ft or so. The parking lot will also be included up to the point that it enters the campground.
Competition:	Having no near-by direct competition is the reason the current owner first started the Crab Shack. The Crab Shack is the ONLY place within 50 miles to get, king crab, snow crab, live lobster, steamers, whole belly clams, lobster rolls and a lobster BLT.

	Prices at the Crab Shack are low considering the quality and quantity the customer receives. For example, king crab is on the daily menu and costs \$79.99 a pound, yet the Crab Shack sells 40 to 50 pounds every season. Dollar for dollar, the Crab Shack is very hard for competitors to beat. Several places have opened in the area over the years vowing to “take away business” but they have all eventually closed. The Crab Shack has an extremely loyal customer base with both locals and out-of-towners returning year after year. Many will not eat steamers or chicken wings anywhere else. The closest indirect competitor is Suzie’s, a roadside shack-style place a few miles away from the Crab Shack on Route 9N. They pose no real competitive threat as they serve no seafood at all. They are a casual café with outdoor seating featuring burgers, fries and Michigan hot dogs, and ice cream. The next closest competitor with any similarity is nearly an hour north, which greatly limits their competitive threat. The Old Dock in Essex, NY varies greatly from the Crab Shack both in terms of atmosphere and menu. They serve some seafood but the menu can be described as American comfort food in a location with lakefront views. The Crab Shack’s menu of primarily seafood and its convenient location on Route 9N is a significant advantage for their target customer base.
Growth & Expansion Opportunities:	There are several options for a new owner to increase sales and profit: • Extending the season by opening earlier in May and continuing into October. • Adding a food truck operation. The current owner did this successfully for three seasons. • Pursuing licensing for liquor which would expand drink options from the current beer and wine offerings.
Post-sale Support:	The current owner is willing to train the new owner in every aspect of the business, which will include knowing the clientele. Depending on sale price, cost of training can be negotiated or possibly provided at no expense. Training would be hands-on, onsite. This will also include direction in inventory management and knowing how much of what and when to order. Training would be pre-season and into the start of the season.
Area Information:	Located in Essex County, NY, Crown Point’s local identity is closely tied to Fort Crown Point, the Lake Champlain shoreline, and the Lake Champlain Bridge. The town spans more than 80 square miles, but its hamlet is a warm, welcoming small town. Situated directly on the Adirondack Coast, Crown Point connects the Adirondacks to all of New England via the Lake Champlain Bridge. Crown Point’s population is 1,984 with a median household income of \$82,813, which is above the Essex County average of \$71,661. The county is home to 7,678 businesses employing 10,192 people. Other major employers in the county are in the healthcare industry as well as government entities, schools and manufacturing firms. The cost of living in Essex County, NY is slightly above the New York State average. The average home value is about \$282,000 and median gross rent is around \$934

	monthly. To cover necessities, a single adult living in Essex County requires a living wage of about \$23.15 per hour, while a single adult with one child requires \$40.56 per hour.
Contact Info:	Walter Worth (518) 232-0293 wwmbllc@yahoo.com



