



COMMON GOOD BAKERY

Confidential Offering Memorandum

A Turnkey European-Style Bakery in Northern Michigan's Premier Destination

Prepared for Prospective Buyers

June 2026

CONFIDENTIAL

The Opportunity

Common Good Bakery is a rare offering: a \$2.27 million European-style bakery with an established eight-person management team, premium market positioning, protected intellectual property, and a beloved brand, located in one of the Midwest's most desirable communities.

The business runs today without its founder in daily operations. For the right buyer, whether an experienced hospitality operator, a professional seeking a lifestyle investment, or someone passionate about craft baking who wants a proven concept, Common Good is a turnkey opportunity with exceptional fundamentals and room to grow.

The sellers plan to retire and are prepared to support a thoughtful transition.

What Common Good Is

A European-style bakery built on craft and consistency, known across the region for:

- **Crusty artisan breads:** naturally leavened sourdoughs, baguettes, and hearth loaves baked in a 23,000-pound Italian-designed brick oven.
- **Fresh-daily pastries:** Croissants, Danish, and other breakfast pastries, baked fresh daily.
- **Cafe experience:** coffee, breakfast sandwiches, desserts, and light fare across two locations.
- **Rebels' Bread Club:** a loyalty program with more than 9,500 members.
- **Catering and wholesale:** a growing business-to-business channel, supported by Class C and SDM liquor licenses that enable off-site event service.

This is craft baking at scale: the intersection of artisan quality and professional operations.

Two Established Locations

14th Street (flagship): the original location and neighborhood anchor, where the brand was built.

8th Street: a high-traffic location serving the city's east side, with catering production and liquor licensing in place.

Both locations operate under long-term leases with predictable occupancy costs, and both were built out by the founder acting as his own general contractor at a high level of detail and quality.

Management Independence: The Core Value

What makes Common Good exceptional is its operational maturity. A stable eight-person management team runs the business day to day without the owner present, leading an annual-average workforce of roughly 18 full-time equivalents that scales up for the summer season. For a buyer who does not come from baking, this is the whole proposition: you are acquiring a business that already knows how to run itself.

Name	Role	Tenure
Matt Durren	Director of Procurement	5+ years
Rachel Sang	Director of Operations & Training	7 months*
Jason Mazzuchelli	Executive Chef	3+ years
Richard Tanner II	Head Baker	2+ years
William Challender	Lead Pastry Baker	3+ years
Emily Esch	Retail Service Supervisor	3+ years
Justine Keefer	Retail Service Supervisor	New hire
Joy Martin Omar	Sales & Marketing Manager	4+ years

**Rachel Sang spent ten years as General Manager of Brilliant Books before joining Common Good*

Financial Performance

Common Good has nine years of operating history. The figures below reflect 2025 results, compiled by the company's CPA, and current-year cost trends.

Metric	Value
2025 Gross Revenue	\$2.27 Million
Seller's Discretionary Earnings (SDE)	~\$500,000*
Gross Margin	~80%
Locations	2 (14th St. & 8th St.)
Workforce	8 management; ~18 FTE annual avg
Rebels' Bread Club Members	9,500+
USPTO Registered Trademarks	2 (incontestable)
Liquor Licenses	Class C & SDM (8th St.)
Years in Operation	9

**Seller's Discretionary Earnings reflects the total economic benefit the business generates for an owner-operator: earnings before interest, taxes, depreciation, and amortization, plus the owner's salary, benefits, and discretionary expenses. It is the standard basis for valuing an owner-operated business.*

Valuation & Terms

Element	Terms
Asking Price	\$2,500,000
Valuation Basis	5x SDE
Structure	Asset Sale
Payment	Cash at close
SBA Financing	Buyer may finance (SBA 7(a) eligible)
Transition Support	Available, negotiable

The asking price reflects the strategic value of the brand, the protected intellectual property, the trained team, and the business's demonstrated capacity to generate roughly half a million dollars in annual owner benefit.

What the buyer acquires: the brand and both trademarks, all equipment, the leases, the recipes and operating systems, inventory, customer relationships, the Rebels' Bread Club, the liquor licenses, and the team. No legacy corporate liabilities.

Who This Is For

Common Good suits several kinds of buyer, but it is especially well matched to one:

- **The lifestyle owner.** A capable professional drawn to Traverse City who wants to own something real and well-built without starting from zero. The management team means you do not need to know how to bake. You are buying a business that runs, a brand people love, and a life in one of the best small towns in America.
- **The hospitality operator.** A platform to build on: add locations, expand catering and wholesale, or extend the brand into new channels.
- **The craft-curious entrepreneur.** Someone with a passion for artisan food and the business sense to run proven systems, entering at lower risk than a startup.

Traverse City

Traverse City is consistently ranked among America's best small towns and anchors a year-round regional economy of roughly 250,000 to 350,000 people. It is a genuine metropolitan hub, not just a seasonal resort, with a deep food and wine culture, a growing population of professionals and retirees, and affluent, educated demographics. For a buyer seeking business and lifestyle in one move, the location is part of the asset.

In Closing

Common Good Bakery is a premium European-style bakery with protected intellectual property, strong margins, a proven management team, and a brand that means something in its community. It has nine years of operating history and runs without its founder.

This is the part where most sellers would add superlatives. We will not. The nine-year record speaks for itself.