



COMMERCIAL

Real Estate  
Business Brokerage

EXCLUSIVELY LISTED FOR SALE



# NOONIE DELI!

MARBLE WORKS, MIDDLEBURY, VERMONT

**Business:** Noonie Deli  
137 Maple St  
Middlebury, VT

**Location:** Marble Works  
District

**Capacity:** 32 patrons

**Facility:** 2,000+/- SF ground  
floor access. Two en-  
tries.

**Lease:** Initial term runs to 4/15  
with a 5 year extension  
option in place. \$1,704  
per month, includes  
heat.

**Price:** \$179,900

### Comments:

- Great turnkey opportunity!
- Beautiful up to date facility with tons of historic character.
- Two levels of dining space with open loft feel.
- Proven business with legacy banner.
- On recently revived park overlooking Otter Creek falls and bridge to Main St.
- Great numbers!

P: 802-864-2000  
F: 802-862-2440  
[www.vtcommercial.com](http://www.vtcommercial.com)

186 College Street  
Burlington, Vermont 05401

**Contact:**  
Chris Sherman, Ext 11  
Tony Blake, Ext 13

# Confidentiality

With respect to the owner and the nature of the business, it is requested that all information regarding the sale of Noonie's Deli be kept **strictly confidential**.

Any and all inquiries should be directed to Chris Sherman or Tony Blake of V/T Commercial at (802) 864-2000.

All information contained herein has been provided by representatives of the company and is believed accurate but is not warranted by V/T Commercial. All potential investors are encouraged to seek professional advice when reviewing this material.

It is recommended that all prospective purchasers use any financial projections as guidelines only, and that they formulate their own projections based upon their own methods of evaluation.

This offering is subject to errors, omissions, prior sale and change, or withdrawal without notice. Acceptance or rejection of any offer is at seller's sole discretion.



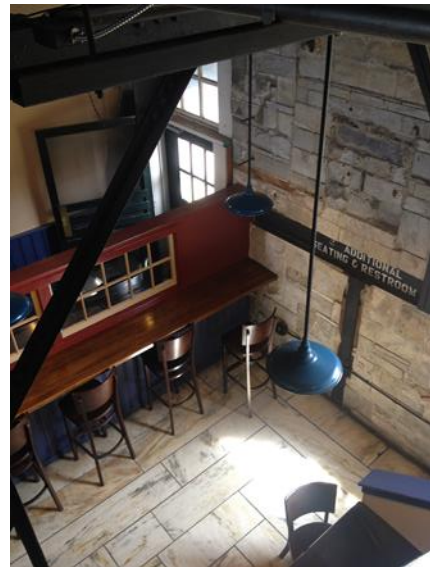
[www.nooniesdeli.com](http://www.nooniesdeli.com)



Noonie Deli is located in the historic Marble Works of Downtown Middlebury. Middlebury is the largest town by population in Addison County and serves as the commercial and business center for the region. As home to one of the United States' elite liberal arts schools, Middlebury College, the town offers numerous cultural, educational and recreational opportunities to both locals and tourists. The Marble Works district is located in the heart of Downtown, and is home to numerous shops, offices, and restaurants. It is easily accessed via a beautiful pedestrian bridge across the Otter Creek as well as by public road. There is ample parking on-site and outdoor seating available.

Noonie Deli was founded in Burlington in 1986 as a food cart on the Church Street Marketplace. With a guiding principle of creating the biggest and best sandwich in town on incredible homemade bread, the business thrived and expanded to Middlebury in 1992. In 2010, the Middlebury location was purchased by its current owners, Jenny and Bryan Phelps, who had long time connections to the college, the community and the deli. Jenny and Bryan focused on fine-tuning and upgrading systems and processes while upholding the original vision of the deli. A new website was launched, a new Point-of-Sale system was installed, an online ordering system was added, and a rewards program that now boasts over 1300 loyal customers was implemented. These changes along with a strong focus on catering and delivery sales resulted in over a 50% increase in sales from 2010 to 2013.

Noonie's has been voted the "Best Sandwich in the Region" by readers of the Addison Eagle for the last 13 consecutive years. Home to the renowned "Purple's Pleasure" sandwich, Noonie's also recently received national recognition for its Vermonter sandwich which was featured in Zagat's "50 States, 50 Sandwiches" article and for its Gobbler sandwich which was selected as the Daily Meal's "Sandwich of the Week". The business is staffed by a mixture of full-time and part-time employees. Depending upon length of employment and duties, hourly pay ranges from \$8.75/hour to \$11.50/hour. Gross revenues in 2013 were \$622,410, representing an increase of over 13% from the prior year. Hours of operation are weekdays 8 am – 7 pm and weekends 11 am – 7 pm. Noonie Deli serves sandwiches, soups, salads, beverages, chips, desserts and daily specials in addition to catering menu items. The restaurant is fully equipped and a turnkey business for the next owner operator!



Noonie's



Noonie's Deli is exclusively listed for sale through V/T Commercial for **\$179,900**. This attractive price is inclusive of all related furniture, fixtures, equipment, small wares, a certain lease, the name, goodwill, a limited consulting agreement, and a covenant not to compete. Salable inventory will be sold separately at cost.

This is a tremendous opportunity for an owner operator to take over a well established profitable business. Its location, history, and popularity practically assure the next owner of continued success.

For further information, please contact:

Chris Sherman 802-864-2000 x 11 [chris@vtcommercial.com](mailto:chris@vtcommercial.com)

Tony Blake 802-864-2000 x 13 [tony.blake@vtcommercial.com](mailto:tony.blake@vtcommercial.com)







# Vermont Real Estate Commission Mandatory Consumer Disclosure



(This is not a Contract)

This mandatory disclosure shall be given to the consumer at the first reasonable opportunity, and must be given to the consumer before discussion of confidential information; entering into a service agreement; or showing a property.

## Right Now You Are A Customer

As a customer, the real estate agent with whom you are working is not obligated to keep confidential the information that you might share with him or her. As a customer, you should not reveal any confidential information that could harm your bargaining position.

Vermont law requires all agents to perform basic duties when dealing with a buyer or seller. You can expect the agent with whom you deal to provide the following services whether you are a Customer or a Client:

- To disclose all material facts pertaining to the property known to the agent.
- To treat both the buyer and seller honestly and not knowingly give false or misleading information.
- To account for all money and property received from or on behalf of the buyer or seller.
- To comply with all state and federal laws related to the practice of real estate.

## We Acknowledge Receipt of This Disclosure

\_\_\_\_\_  
Printed Name of Consumer

\_\_\_\_\_  
Signature of Consumer

\_\_\_\_\_  
Date

[ ] Declined to sign

\_\_\_\_\_  
Printed Name of Consumer

\_\_\_\_\_  
Signature of Consumer

\_\_\_\_\_  
Date

[ ] Declined to sign

## You May Become A Client

Whether you are selling or buying, clients receive more services than customers. You become a client by entering into a written contract with a real estate brokerage firm. All agents in the firm work for you.

In addition to the services noted in the left hand column, as a client you can expect the following services:

- Confidentiality, including bargaining information
- Promotion of your best interest within the limits of the law
- Advice and counsel
- Assistance in negotiations

## Important Information

1. You are not required to hire a brokerage firm for the purchase or sale of Vermont real estate. You may represent yourself.
2. Before you hire a brokerage firm, ask for an explanation of the firm's conflict of interest policies.

This form has been presented to you by:

\_\_\_\_\_  
Printed Name of Real Estate Brokerage Firm

\_\_\_\_\_  
Printed Name of Agent Signing Below

\_\_\_\_\_  
Agent of the Firm Signature

\_\_\_\_\_  
Date