business
for sale



BUSINESS REPORT

Date: **19th November 2026**
Business Reference:**BFS00438**

About the Business:

Landmark Bar and Restaurant for Sale

It is an established hospitality and entertainment destination serving the affluent Bryanston and greater Johannesburg North market.

The venue combines:

Restaurant/gastropub dining
High volume bar trade
Major sporting events
DJs and nightlife
Corporate and private functions
Weekend lifestyle trade
Sunday/brunch occasions
Year end functions

The intellectual property includes a comprehensive suite of fully developed SOPs (Standard Operating Procedures), covering training manuals and operational guidelines across all departments, together with established menus, detailed recipe cards, HR documentation, marketing assets and operating systems.

Landmark Bar and Restaurant for Sale



Sector: **Food**

Asking Price:

R 3,420,000

Monthly Profit:

R 66,667

Asset Value:
R 1,400,000

Stock Value:
R 80,000

Yearly Net Profit :
R 800,000

Business Report

Fully describe the business's activities?

It is an established **hospitality and entertainment destination** serving the affluent Bryanston and greater Johannesburg North market.

The venue combines:

- Restaurant/gastropub dining
- High-volume bar trade
- Major sporting events
- DJs and nightlife
- Corporate and private functions
- Weekend lifestyle trade
- Sunday/brunch occasions
- Year-end functions

How long has the business been established?

It was opened in April 2014

Give a breakdown between sit-down, takeaways and deliveries

Its a destination venue so takeaway and delivery are less than 1%, this offers a significant opportunity.

Is the business VAT Registered?

Yes

Financials Information

Financial information will be made available to serious and suitably qualified buyers upon request.

How many employees?

4 Managers: GM, Bar manager, Front of house and Kitchen.

10 Waiters

4 Bartenders

6 Kitchen Staff

Give a breakdown of staff/ functions?

The business is fully managed at venue level, and I am not involved in running shifts or the day to day operations.

My role is primarily strategic and oversight-based. I meet with the management team weekly to review performance, agree budgets and forecasts, and provide guidance on key business decisions. This includes marketing and sales strategy, financial and budget management, maintenance and capital expenditure, product development, supplier decisions, HR matters and general business planning.

The management team is responsible for the daily running of the venue, staffing, service delivery and operational execution.

How involved is the Owner in running the business?

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When does the current lease end?

April 2028

Is there an option of renewal & what period?

Yes, 5 years

What is the annual escalation %?

6%

What is the square meters of the business?

550sq

Is a copy of the lease available?

Yes

Do you require a licence?

Yes - all compliance licences are in place and we are in good standing.

What lease deposit and/or other surety is required?

2 Months rent - however with a cession of a lease this may need to be re negotiated

What are the main assets of the business?

The sale includes substantially more than the physical assets of the restaurant. The purchaser would be acquiring an established, fully operational restaurant and bar business with an existing customer base, recognised brand presence, established systems and the infrastructure required to continue trading.

The **commercial kitchen** is fully equipped and includes walk-in refrigeration and freezer facilities, commercial dishwashing and wash-up areas, ice machines, preparation basins, pizza oven/grill, boiling tables, char grill, deep-fat fryers, undercounter refrigeration, heat lamps, stainless-steel shelving, preparation areas and associated commercial kitchen equipment.

The **bar operation** is similarly fully equipped, including a dedicated bar cold room, undercounter refrigeration, beer dispensing systems and taps, ice and beverage equipment, shelving, storage and associated bar equipment.

The sale also includes the venue's **furniture, fixtures and fittings**, tables, chairs and seating, décor, office equipment, CCTV/security systems, audio-visual equipment and other general restaurant and operational assets.

Importantly, the business also benefits from a **large and established customer base**, supported by an extensive customer database containing thousands of customer records and a strong digital and social media presence. The brand currently has approximately **16,000 Instagram followers, more than 20,000 Facebook followers and approximately 4,700 TikTok followers**, providing the purchaser with an established audience and valuable platform for ongoing marketing, promotions and customer engagement.

The business has also developed comprehensive **operational systems and intellectual property**, including detailed Standard Operating Procedures (SOPs) covering kitchen, bar and management operations, together with staff training manuals, training guidelines, operational procedures and supporting management documentation. These systems have been developed and refined through the operation of the business and provide an incoming owner with an established framework from which to operate.

What is the reason for the sale?

I have other business and personal interests and I am considering relocating away from Johannesburg, and as a result, I believe this is the right time to hand the business over to a new owner who can take it forward into its next chapter.

The decision to sell is driven by a change in my personal circumstances and future direction.

Why is this a good business?

It is an established business with nearly 13 years of trading history in Bryanston. It has become an institution! Over that time, the business has experienced the natural peaks and troughs of the restaurant industry, including successfully navigating the significant disruption of COVID, while remaining a recognised and well-supported part of the local community.

The venue has become something of a **Bryanston landmark**. It occupies a prominent and well-known location and has built a loyal customer base drawn from the surrounding residential neighbourhoods, businesses and corporate community.

One of the key strengths is that a new owner is not starting from scratch. The business already has the fundamentals in place: an established name and brand, a substantial customer database, strong social media following, fully equipped kitchen and bar, trained management and staff, operating systems and SOPs, supplier relationships, entertainment concepts and an existing trading customer base.

The venue itself also offers considerable versatility. It can operate as an everyday restaurant and bar while catering for private functions, corporate events, year end functions, entertainment led events and larger group bookings. This provides multiple potential revenue streams rather than relying solely on traditional restaurant trade.

Importantly, I believe there remains **significant potential for the business, from breakfast, lunch and deliveries.**