

# ACQUISITION OPPORTUNITY

## Mr Lee's Pure Foods Co. Ltd ("the Company")



Jimmy Saunders and Rob Armstrong of Kroll Advisory have been appointed Joint Administrators and are seeking a purchaser for the Company's business and assets.

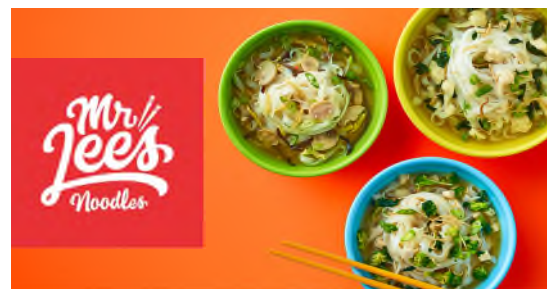
All communications, enquiries and requests for information should be addressed to the following:

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### BUSINESS DESCRIPTION

An opportunity exists to purchase the business and assets of a company, which produces a range of healthy, award-winning gourmet instant noodles, congees and porridges. Its products are freeze-dried for improved flavour and nutrition with reduced saturated fat, MSG and salt, in comparison to its competitors.

Incorporated in 2015, the Company employs 10 staff and is headquartered in Bournemouth with a wholly owned subsidiary in the USA. The Company's main customers are retailers, foodservice and airlines, with web sales also made from its own engaging website and a range of self-service kiosks. Production and logistics are outsourced, allowing the Company to focus on product and brand development.



### KEY INVESTMENT HIGHLIGHTS

- Strong and Growing Brand** – The Company has benefitted from multi-million pounds of investment in developing its brand, underpinned by an authentic and appealing brand story, values and purpose and has achieved proven and significant growth to date with a strong pipeline of new products and routes to market, with a combined following across its social media platforms of over 37k users.
- Healthier Food Manufacturing Process** – All products are freeze dried, a process which causes less damage to the food product than other dehydration methods and is far healthier. Compared to competitors, the Company's products are low in sugar and salt, low in calories and very low in saturated fats, whilst high in protein.
- Award Winning Products** – The Company has won over 50 awards for its innovative and dedicated approach to producing healthy and high-quality products, including being the only instant noodle product to win a UK Great Taste Award. Prior to Administration, the Company was continuing to expand its product range, from noodles to porridge and world-first instant congee.
- Growing Market** – The global opportunities for convenient, Asian and on-the-go foods are immense. Over \$44bn is spent on noodles per annum and this is growing at c.5% each year. In the UK alone, over £300m is spent on instant noodles per annum.
- Scalable Model with Multiple Routes to Market** – Multi-channel capabilities including DTC, online, retail, travel, distributors, food service and situational vending via world-first full-service hot noodle kiosks (vending) with patented technology. The business uses manufacturing, sourcing and commercial hubs in the UK and USA.

### BUSINESS HIGHLIGHTS

**c.£1m**  
FY21 Group Revenue

Substantial order pipeline for US subsidiary

### FINANCIAL HIGHLIGHTS

Balance Sheet	UK		US	
	Dec-21	Mar-22	Dec-21	Mar-22
	Stat	MI	MI	MI
	£'000	£'000	£'000	£'000
<b>Fixed Assets</b>				
Intangible Assets	251	244	-	-
Tangible Assets	23	24	-	-
Investments	0	0	-	-
	<b>273</b>	<b>268</b>	-	-
<b>Current Assets</b>				
Inventory	127	85	273	298
Trade Debtors	18	24	103	184
Other Debtors	1,347	1,395 *	28	32
Cash	28	14	(24)	16
	<b>1,520</b>	<b>1,518</b>	<b>380</b>	<b>530</b>
<b>Current Liabilities</b>				
Trade and Other Creditors	(2,473)	(2,341)	(193)	(237)
Intercompany	-	-	(1,269)	(1,411)
<b>Net Current Assets/(Liabilities)</b>	<b>(953)</b>	<b>(823)</b>	<b>(1,082)</b>	<b>(1,117)</b>
<b>Net Assets/(Liabilities)</b>	<b>(679)</b>	<b>(555)</b>	<b>(1,082)</b>	<b>(1,117)</b>

\*Includes balance due from US subsidiary.

### ASSETS AVAILABLE

- Brand
- Debtors
- Stock
- Intellectual Property
- Shares in US Subsidiary



### EXPRESSIONS OF INTEREST

All interested parties will be required to sign a non-disclosure agreement and all expressions of interest are to be submitted by no later than midday on Thursday, 19 May 2022. Potential purchasers will need to be in a position to complete a sale immediately.

Patent protection filed encompassing the innovative Congee, as well as alternative porridge products, such as oat porridge products.

Strong presence in the US market via wholly-owned subsidiary.

Extensive intellectual property, comprising strong branding and recipes.

**WINNER**  
Asian Food Innovation Awards 2018-  
Singapore

**PRODUCT OF THE YEAR**  
Health & Vitality Honours 2017

**WINNER:**  
**Product of the Year 2020**  
Health and Vitality Honours

**WINNER**  
NatWest Great British Entrepreneur Of The  
Year 2019

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