



(Business) Red Feather Coffee Pty Ltd, Cowaramup

## Iconic South West Coffee & Food Brand | Two Locations | Strong Reputation

Some businesses are stable.  
Some businesses are growing.  
Red Feather is expanding and firmly planted in the community.

This is an opportunity to step into one of the South West's most recognised independent hospitality brands, a business that has become part of the local community and continues to grow.

Red Feather is famous for its legendary jaffles, amazing coffee, and loyal following, with a strong brand identity that keeps customers returning again and again.

With an outstanding 4.7 star Google Review rating, including over 100 five-star reviews the business has built a reputation for quality, consistency, and community connection that many hospitality businesses spend years trying to achieve.

Importantly, the business is already largely run under management, with the current owners remaining involved primarily in oversight roles. Two owners are active in the business but work only three days per

**FOR SALE**  
Expressions of Interest

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Interested parties must rely solely on their own enquiries.



week for approximately nine hours each, demonstrating that the systems and staff structure are already in place. And the growth story is only just beginning.

#### **TWO LOCATIONS —ONE STRONG BRAND**

Red Feather operates across two strategic venues.  
The Cowaramup Drive-Through  
This is where it all began.

Positioned on the main Bussell Highway through the Margaret River region, the original Red Feather site stands out as an icon as you enter Cowaramup and captures both local traffic and the enormous tourism flow moving through the South West.

Traffic data shows thousands of vehicles passing this location every day, with monthly averages of roughly 7,000—9,000 vehicles on this section of Bussell Highway depending on the season.

That translates to millions of vehicle movements per year passing directly in front of the business.

For a business that relies on visibility and real customer traffic, this is exposure that simply cannot be replicated.

Its strategic location captures traffic both coming and going from Margaret River, while the local Cowaramup community has embraced this local icon as their go-to stop for a morning "Brew and Chew."

#### **Margaret River Recreation Centre Location**

Red Feather recently expanded with a second venue focused on serving locals and visitors at the busy Margaret River Recreation Centre, one of the region's busiest community hubs.

The centre and surrounding sporting facilities host hundreds of players, teams, and spectators every week, with multiple competitions and community events bringing consistent foot traffic throughout the year.

This venue benefits from a long lease secured until 2034, providing long-term stability and exclusivity within the precinct.

Importantly, this location has only recently been established and is not yet reflecting its full earning potential.

For a buyer, this represents a genuine opportunity to step in now and grow revenue from a location that is already positioned within a highly active community environment.

#### **ADDITIONAL REVENUE STREAMS**

In addition to the café and drive-through, the business also operates premium vending machines within the Recreation Centre.

These machines generate steady additional revenue with very low labour requirements and minimal maintenance, creating a diversified income stream without significant additional staffing.

#### **A BUSINESS BUILT BY COMMUNITY —FOR COMMUNITY**

Red Feather has grown because it is more than just a drive-through coffee and snack shop or café.

It is a place locals stop on their morning commute.

A destination for visitors travelling through the region.

A regular stop for families heading to sport or the pool.

Customer feedback highlights what makes the brand special:  
"The best jaffles in the South West —always worth the stop."

"Amazing coffee and food every time. A must-visit when passing through Cowaramup."

"Friendly staff, great vibe and consistently great food."

This type of loyalty cannot be manufactured.

It is earned.

#### STRONG PROFITS —WITH CLEAR UPSIDE

The business already produces strong returns. However, the current owners have focused primarily on building the brand and expanding locations rather than fully maximising revenue opportunities.

Immediate growth opportunities for a new owner include:

- Merchandise and branded product sales
- Extended trading hours
- Expanded menu offerings
- Event and function catering
- Recreation centre events and functions
- Expansion into additional locations
- Potential future franchising opportunities

The business already has proven operational systems in place and a well-established brand platform.

The next stage of growth is entirely up to the buyer.

#### LIFESTYLE OR EXPANSION —YOUR CHOICE

As the buyer you could choose to:

- Operate the business as it stands and enjoy a flexible family friendly lifestyle and strong income
- Build on the brand and expand throughout the South West
- Develop additional regional or city locations leveraging the Margaret River brand
- Create a scalable multi-location business or franchise concept

Few hospitality businesses offer both proven profitability and genuine expansion potential.

Red Feather delivers both.

#### THE OPPORTUNITY

Red Feather represents a rare opportunity to acquire:

- A profitable and growing hospitality brand
- Two strategic locations
- Long-term secured lease in place at Margaret River
- Flexible Lease Options available at Cowaramup
- Exceptional brand reputation and loyal customer base
- Proven systems and operations
- Multiple immediate growth opportunities

Most importantly, it is an opportunity to become part of the South West community while operating a thriving and respected local business.

Businesses like this are not built overnight.

But they can be acquired and stepped into.

For more information, please contact Tim O'Sullivan.

## MORE DETAILS

Property ID 19WYHND  
Property Type Food/Hospitality  
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