



**SANDI'S**

BEACH BAR &  
RESTAURANT

**BUYERS GUIDE 2023**

© SANDI'S MAGNETIC ISLAND

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## BUSINESS OVERVIEW

**2X BUSINESSES FOR SALE**  
**220 SEAT RESTAURANT & SEPARATE WINE BAR + BEACH VIEWS!**  
**15 YEAR LEASE**  
**\$250K OF INVENTORY**  
**2X NEW BRANDS, PRO WEBSITE**  
**INDOOR & OUTDOOR DINING WITH TWO FULLY EQUIPPED BARS**  
**FULL COMMERCIAL KITCHEN & EQUIP.**  
**LARGE BEER GARDEN**  
**WEDDINGS, EVENTS & FUNCTIONS**  
**NORTH QLD'S BIGGEST SCREEN**  
**LIVE SPORTS, 6PM KIDS MOVIES**  
**20M FROM THE BEACH, VIEWS OF PALM ISLANDS & SUNSETS**

**\$400,000**





**SANDI'S ON MAGNETIC ISLAND IS A BUSY, VIBRANT RESTAURANT AND SEPARATE WINE BAR, THAT SPECIALISES IN LOCAL SEAFOOD, FAMILY MEALS, TAPAS AND LIVE MUSIC.**

**THE VENUE IS LOCATED DIRECTLY OPPOSITE THE BEAUTIFUL HORSESHOE BAY BEACH WHICH IS THE PREMIER SPOT FOR BOTH TOURISTS AND LOCALS ON MAGNETIC ISLAND.**

**THE BEACH IS 25 METRES FROM OUR FRONT DOOR AND OFFERS A PATROLLED SWIMMING ENCLOSURE, WATER SPORTS, INCLUDING JET SKIS AND KAYAKS, BOAT CHARTERS AND GENERALLY CALM WATERS ALL YEAR ROUND.**

**MAGNETIC ISLAND AVERAGES 320 DAYS OF SUNSHINE EVERY YEAR. COMFORTABLE WINTER TEMPERATURES ENSURE THAT LOCALS AND TOURISTS ARE ABLE TO WEAR SUMMER CLOTHING AND SWIM ALL YEAR ROUND.**

## **OVERVIEW**

At Sandi's we offer daily lunch and dinner specials, happy hours, our famous \$2 dollar wings, sporting events live on the big screen, kids' movie nights and a steady rotation of North Queensland musicians to enhance our customers experiences. Our themed dinner nights during the week are particularly popular and include Paella Night, Parmi Night, Curry night and Steak night.

At the Wine Bar, we offer specialty wines, tapas, cocktails, and desserts, from 5-9pm six nights a week, in an intimate cosy setting aimed at couples and small groups looking for a more relaxed setting.

At both offerings we strive to provide our customers with as much locally sourced and inhouse made food as we possibly can. We are particularly passionate about our local seafood, fruit and vegetables and try to incorporate them into the menu as much as possible. We like to keep things fresh for our customers and change our menu four times a year to complement the change of season and take advantage of the seasonal produce available.

## **HISTORY**

Sandi's was founded in May 2013 by myself, Andreas Thiele, and three other business partners. Initially the venue had a capacity for 60 patrons but we have undertaken extensive renovations, over the years to transform the property into a beautiful modern venue. This culminated with us installing a beer garden 4 years ago which has boosted the capacity of the venue to 250. This has allowed the business to grow, boost turnover and has given us the ability to stage large events and functions.

We also went through a design upgrade, including a rebrand, new interiors, website, signage, print collateral, digital assets and marketing materials in mid 2023. This was for the main restaurant and the new addition of the Wine Bar next door has brought a new wave of customers to Sandi's.

In January 2020, I bought out the last business partner and am now the sole owner of Sandi's. The timing wasn't ideal as it was a couple of months before the Covid 19 pandemic but it has allowed me to focus on my vision for the business. The down turn in trade gave me the chance to build a roof in the beer garden which allows 80 seats to be undercover and in the shade. On the inside of this new undercover area, I had a Mammoth industrial ceiling fan and electric heaters to put in, to enhance the dining experience in all seasons.

I have also installed a state-of-the-art projector which beams onto a 12x8 metre screen. This has allowed us to create a fantastic experience for our clients with major sporting events now on the big screen.

The State of Origin series, NRL finals series and AFL finals series are now some of our busiest and most lucrative nights of the year.

The big screen is also used for kids' movie nights, which we have six nights a week showing crowd favourites. The kids get their own pair of wireless headphones to hear the movie whilst the normal music plays in the restaurant. This allows the parents to enjoy dinner a little more peacefully whilst their children are entertained without compromising the restaurants atmosphere.

I am originally from Bavaria in Germany and our biggest event of the year is our annual Oktoberfest celebration, which runs for a whole weekend and is entering its 9th year at Sandi's this October. This event has built up quite a following and is hugely popular with both locals and tourists. Our sous chef is also German and I have had a successful career as a chef so we are able to provide an extensive menu of traditional German food from regional Bavaria.

We have traditional German Lederhosen and Dirndl for our staff members to wear as uniform for the event. The Townsville Brewery uses Bavarian hops to brew us speciality German Beers and we serve them in authentic glass Steins. We employ an Oom-pah band and play traditional games such as a Pretzel eating and Stein holding competitions, to provide the most authentic Oktoberfest experience in the North Queensland.



## EVENTS

Aside from Oktoberfest, we have the ability and equipment to cater large events and functions either onsite or at other venues, should the need arise. Every year we do Sandi's Christmas day lunch with a full buffet style menu with drinks package included – this is usually a sell out. At the moment, we get groups of 20-80 people a few times a month through Sealink (the ferry operator). The frequency of these booking has scope to increase dramatically with the continued return of cruise ships into the port of Townsville following the easing of Covid restrictions.

The Townsville version of the Groove In The Moo music festival has it's after party for all the musicians and production crew at our venue every year. Other than these annual events, we are consistently catering for weddings, birthday parties, bucks & hens parties and Christmas parties etc.

The venue has two seperate areas – Sandi's with the outside beer garden and main restaurant seating over 200, and the Wine Bar area seating 32. Both are perfect in different ways for catering private functions depending on the type of function, while the other half can function as normal. This allows us much needed flexibility if there is a particularly bad wet season as we are able to adapt the seating positions of the venue without losing to many seats to the rain. The island boasts 320 days of sunshine so the managing the remaining month of bad weather is completely do able!

The island's main hub, Horseshoe Bay, with it's palm trees, clear blue water and gentle lapping waves, is a great spot to swim or just sip beer while watching the sun disappear into the sea. The venue is the biggest beach front venue on Magnetic Island and is in an absolute prime location. The restaurant is consistently busy throughout the year with several peaks during all of the school holidays.

We have many successful, established annual events and a regular customer base with both locals and repeat visitors.

## ISLAND EVENTS

Oktoberfest  
Sandi's Christmas day lunch  
Sealink groups / cruise ships  
Groove In The Moo music festival  
Weddings  
Birthday parties  
Bucks & hens parties  
Christmas parties

State of Origin  
Cowboy's Games (Townsville team)  
Grand Final Day  
Race Week  
NYE  
Valentines' specials  
School Holidays  
Hottest 100





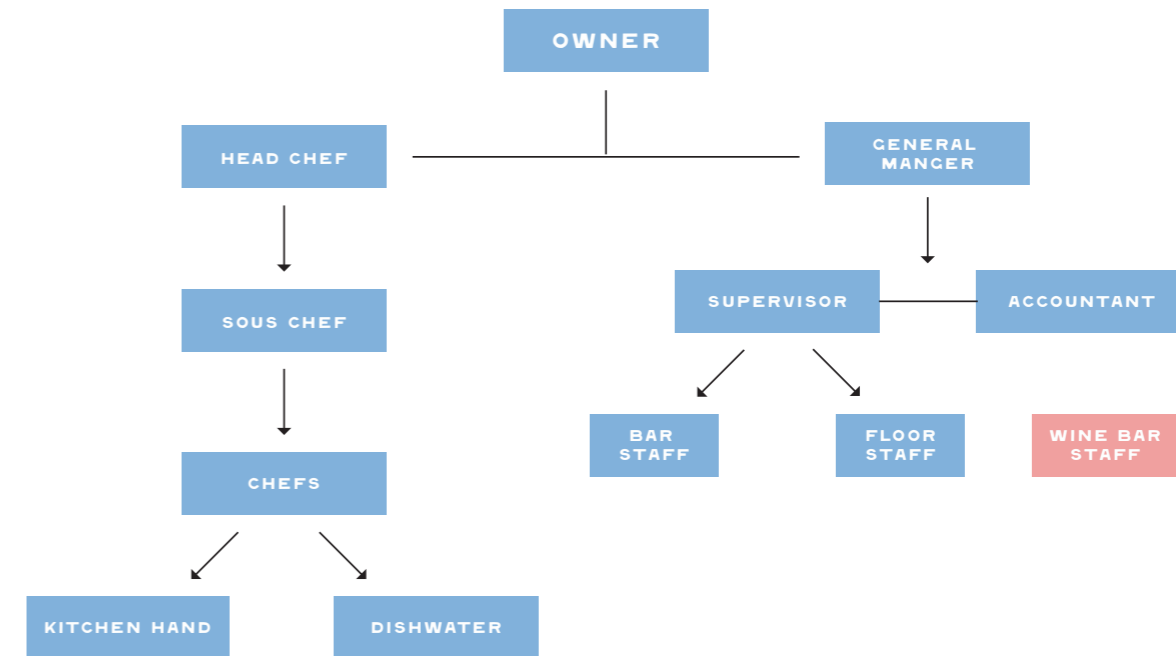




## EMPLOYEE STRUCTURE

Currently we employ 18 staff members plus myself as owner. We have ten bar and floor staff (including our General Manager and Supervisor), seven kitchen staff – four chefs, two kitchen hands & one dishwasher, plus our accountant.

These are the staffing levels we have during the peak season & school holidays and these will be reduced by 5/6 people in the slightly quieter periods.



## PRODUCTS & SERVICES

Our core business is to provide food and beverages to our customers of the highest quality and standards. We strive to incorporate as much local produce as possible to showcase the best that North Queensland has to offer.

Licensed until midnight 7 days a week

We are open 6 days per week

Tuesday to Sunday (Closed Mondays)

Lunch is 11.00am until 2.30pm

All day snack menu only between 2.30pm & 6.00pm

Dinner runs from 6.00pm to 8.00pm

8pm – 9pm pizza menu available

The full menu is available take away

We have theme nights 4 times a week

Our venue is available for function hire

Open to outside catering too.



## MARKETING

In mid 2023, Sandi's the main restaurant had a re-brand and the Wine Bar a complete new brand worth \$20,000. The result is a fresh energy around the business itself and a new contemporary look. Sandi's and the Wine Bar are marketed together through social media, print media and video content.

Facebook page 2,300 followers and 2,200 likes  
[www.facebook.com/SandisOnMagneticIsland](http://www.facebook.com/SandisOnMagneticIsland)

Instagram page 800 followers  
[www.instagram.com/sandisonmagnetic](http://www.instagram.com/sandisonmagnetic)

MAGNETIC ISLAND community page  
[www.facebook.com/groups/63601809151](http://www.facebook.com/groups/63601809151)

Our new 2023 website built on Wix is easy to change text and images and is professional and on brand.  
[www.sandis.com.au](http://www.sandis.com.au)

We have an advert in the Magnetic Island Guide book – this is given to every business on the island, to distribute and is available at every tourist accommodation on the island.  
[www.magneticislandguide.com.au](http://www.magneticislandguide.com.au)

The Sealink ferry to Magnetic Island travels over from Townsville 17 times a day and we have a 30 second slot advertising Sandi's on their promotional video that is played on every ferry  
[www.sealink.com.au/magnetic-island](http://www.sealink.com.au/magnetic-island)

Paid subscriptions for Disney +, Kayo, Stan, Spotify & Netflix



## CUSTOMER BASE

- Local population of approximately 3000
- Population consistently at least doubles that figure during the high season (APRIL – NOVEMBER)
- Population swells to 10,000 – 12,000 during busy school holiday periods
- Less than 2-hour flight from Brisbane, less than 3-hour flight from Sydney, Adelaide and Darwin and only a 3-hour flight from Melbourne - make Magnetic Island easily and quickly accessible to most of the major state capitals
- 17 passenger ferries and 8 vehicle barges make return trips to the island every day allowing a significant number of "day-trippers" to arrive each day. The passenger ferry takes 25 minutes and the barge takes 45 minutes to travel to the island from Townsville.
- Strong following for annual events like Ocktoberfest, Jazz & Koala's, Christmas lunch, Groove in the Moo After Party & State of Origin, among others
- Our kids' movies on the big screen are fast becoming a popular attraction for families, particularly during school holidays.
- We have the largest screen on Magnetic Island and this attracts big crowds for sporting events
- At least 300 days a year of sunshine means that we are seldom affected by bad weather which encourages people from the mainland to consistently make these "day-trips"
- Magnetic island is an extremely popular market for weddings and the extra influx of Australian tourists into Queensland throughout covid has given the island wider exposure and this market continues to grow consistently each year.
- Regular bookings from Sealink (ferry operator) for groups of 25-80 with set menu and drinks package – likely to become more frequent as cruise liner travel become more frequent again following Covid pandemic.



## INDUSTRY

- Magnetic Island is a bustling tourist hot spot and has roughly 30 different restaurants, cafes, pubs offering food and beverages.
- Sandi's is situated in Horseshoe Bay where there are 9 such establishments (including us). The products we offer differ greatly to those other venues and allow us to stand out from the competition.
- The other venues in Horseshoe Bay include a Mexican restaurant, two cafes that close around 2/3pm each day, a pub that is going through change of ownership, a restaurant that specialises in fine food, art and wine, a gelato shop that also provides light snacks, a Youth Hostel that offers snack food and a fish and chip shop that is take away only.
- Our venue is the largest in Horseshoe Bay and can seat more people than the other venues. In Fact, only the two large pubs on the island could host more patrons and they are not located in Horseshoe Bay.
- All Major suppliers in Townsville – EG: Bidfood, PFD, Procut Meats, ALM & Woolworths - deliver to Magnetic Island several times a week and you can place orders either online or by telephone.
- There are two supermarkets on Magnetic Island where you can set up accounts at wholesale prices so you're not completely reliant on deliveries from Townsville.
- Magnetic Island has never been busier and is seeing consistent growth in tourism, population and property purchases.
- In the past few years, since the Pandemic, the clientele visiting Magnetic Island has also shifted from young backpackers and families who may be on a budget to a more upmarket clientele who are willing to pay for quality.
- These factors have seen most businesses on the island reporting record trade numbers in the past two years.

