

CONFIDENTIAL OFFERING MEMORANDUM

# Sweethearts Cabaret & Gentlemen's Club

A Turnkey, High-Yield Hospitality Asset  
in Central New Jersey

1103 Route 35, Old Bridge Township, Middlesex County, NJ 08879

Asset Sale: Real Estate | Class C Liquor License | Turnkey Operations

# Executive Summary

A rare opportunity to acquire a long-standing, fully operational, and fully licensed adult-use hospitality asset in the high-traffic Middlesex County corridor. The property benefits from 300 feet of highway frontage, a highly restrictive operating license, and a fully modernized turnkey physical plant.

List Price  
**\$999,000**

Lot Size  
**19,994 SF (0.46 Acres)**

Highway Frontage  
**300 Feet**

Parking  
**60 Spaces**

Transaction Structure  
**Asset Sale**

Building Area  
**3,204 SF**

Traffic Count  
**30,000+ Vehicles/Day**

Weekend Hours  
**3:00 a.m. Closing**

# Prime Turnkey Investment Opportunity: Sweethearts Cabaret & Gentlemen's Club

## ASSET VALUE & PROPERTY SPECS

Comprehensive asset sale at 1103 Route 35, Old Bridge, NJ.  
Includes fee-simple real estate, Class C liquor license,  
and rare, grandfathered 'Go-Go' use.

## STRATEGIC INVESTMENT HIGHLIGHTS



**\$999,000**  
TOTAL ASKING PRICE  
Turnkey sale including real estate, building improvements, liquor license, and equipment.



**\$400,000**  
ESTIMATED LICENSE VALUE  
Includes a highly sought-after Class C '33' Type liquor license.



**RARE 'GO-GO' PERMITTED USE**  
Affirmed continued permitted use creates a significant competitive barrier to entry.



**30,000+**  
DAILY TRAFFIC COUNT  
Exceptional visibility with 300 feet of frontage on the busy Route 35 highway.

**RECENT MODERN UPGRADES**  
Newly renovated VIP areas, sound systems, kitchen equipment, and outdoor signage.



**3,204**  
SQUARE FEET

Building Size



**19,994 SF**  
(0.46 ACRES)

Lot Size



**60**  
DEDICATED SPACES

On-Site Parking



**25-YEAR OPERATING HISTORY**

A long-standing establishment located in the 'Heart of New Jersey.'

# Immediate Equity: The Sum of the Parts

Real Estate Value

**\$650,000**

(Implied value based on recent comparable sales at ~\$205/SF)

**+**

Liquor License

**\$400,000**

(Estimated open-market value of Plenary Retail Consumption License)

**+**

Turnkey Buildout

**Invaluable**

(Zero deferred maintenance, fully operational plant)



**=**

**Tangible Value  
Exceeding the  
\$999,000 List Price**

The \$999K asking price is comprehensively supported by the baseline value of the hard real estate and the consumption license alone, allowing the buyer to acquire a thriving operational business and its grandfathered zonings essentially for free.

# A Highly Visible Commercial Footprint

**The Land:** 19,994 SF (0.46 Acres) footprint mapped to Block 24; Lots 1100-1108, 1085, 1071, 1079.

**The Frontage:** 300 Feet of direct, unobstructed visibility on Route 35.

**The Traffic:** Exposure to 30,000+ vehicles per day.

**The Infrastructure:** 60 dedicated on-site parking spaces, a critical asset for high-volume, late-night hospitality venues.

**Annual Taxes:** Highly manageable at \$12,000.



# Turnkey Operational Plant

3,204 SF purposefully designed for premium nightlife entertainment.

- 80-Seat Official Capacity
- Centralized Bar and Stage Configuration
- Professional Sound & Lighting Systems
- Integrated DJ Booth & Control Center
- Private VIP Seating Rooms
- Full Commercial Kitchen & Walk-in Refrigeration
- Dedicated Entertainer Dressing Rooms
- Comprehensive Sprinkler System



# Modernized and Optimized for Immediate Cash Flow

Under current ownership, the facility has undergone extensive modernization. By addressing all physical and operational upgrades, the operators have eliminated deferred maintenance, dramatically reducing initial capital requirements for the incoming buyer.



Upgraded and expanded VIP areas



Installation of new professional sound system



Complete overhaul with new commercial kitchen equipment



Brand new commercial ice machine and beer cooler



Installation of unique entertainer aerial features (hoop and swing)



Updated, high-visibility exterior highway signage

# The Competitive Moat: Ironclad Licensing & Zoning



## THE LICENSE

- ✓ **Type:** Class C, '33' Type (#1209-33-035-007)
- ✓ **Details:** Plenary Retail Consumption License allowing full on-premise alcohol sales.
- ✓ **Value:** A highly restricted asset in New Jersey, with an estimated open-market value of \$400,000.



## THE ZONING

- ✓ **Type:** ER Zone
- ✓ **Status:** "Go-Go" approved as a continued permitted use.
- ✓ **The Moat:** A 25-year grandfathered operating history. Obtaining new adult-use zoning combined with a consumption license is functionally impossible in modern New Jersey municipalities, creating a massive barrier to entry that protects the buyer's investment.

**Includes a highly lucrative 3:00 a.m. weekend closing time.**

# A Modern, Highly Rated, and Inclusive Brand

Operating today as Sweethearts Cabaret, the venue is a female-owned and operated establishment that has transcended the traditional gentlemen's club model to attract a diverse, high-spending demographic. Couples welcome, zero cover charge model, and high-margin specialized event programming.



# Strategically Positioned in the "Sunbelt of New Jersey"

Middlesex County serves as the geographic and economic heart of New Jersey. Sweethearts Cabaret is positioned to draw not only from immediate localized populations but from the heavy tri-state commuter infrastructure.

**1**

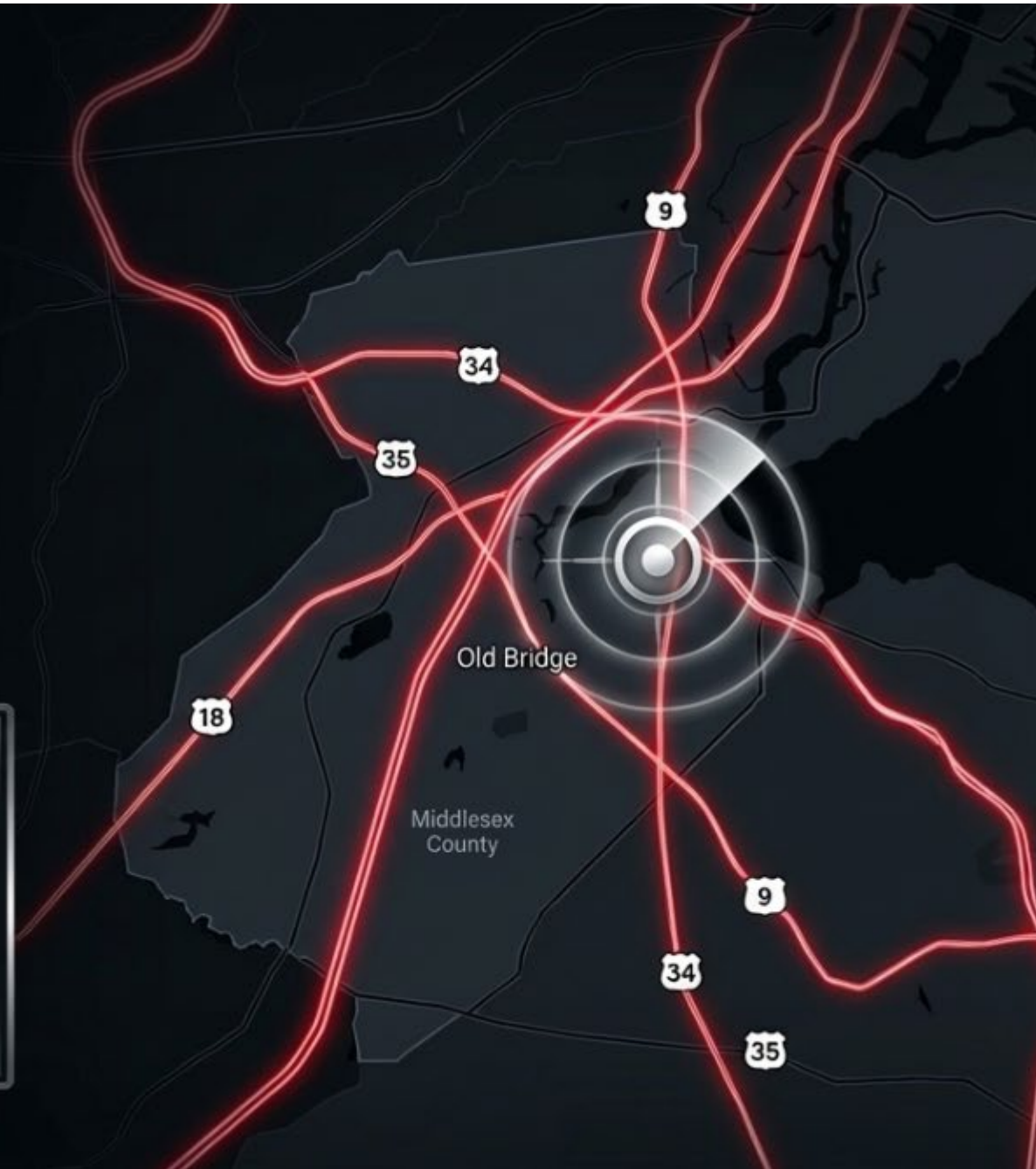
Located just 25 miles from Manhattan.

**2**

Seamless integration with the Garden State Parkway and NJ Turnpike.

**3**

Intercepts late-night regional traffic flowing between North Jersey, New York, and the Jersey Shore.



# A Massive Addressable Market



With nearly 1 million potential customers within a short, 10-mile driving distance, the asset benefits from an exceptionally dense and captive consumer base. Furthermore, over 75% of the immediate population is 21 and over.

# High Discretionary Income & Economic Stability

\$91,725 (3-Mile)

Average Household Income

\$92,326 (5-Mile)



\$284K (3-Mile)

Median Housing Value

\$308K (5-Mile)



White Collar Workforce (3-Mile Radius)

63.6%

The surrounding trade area is highly affluent and professionally employed. This combination of high discretionary income and white-collar demographics perfectly supports a premium, high-yield entertainment and hospitality model.

# Offering Terms & Next Steps

**LISTING PRICE- \$999,000**

**Structure:** Asset Sale (Real Estate, Building, Liquor License, Equipment)

**Financing:** Conventional and private financing available for qualified buyers.

*Robert Gillis*  
NJ Licensed Real Estate Salesperson

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*Note: Do not contact the owners, employees, or patrons directly. All inquiries must be directed through the broker.*