



Your Name Here

Restaurant for Sale

1105 Morris Avenue

UNION, NJ

Available Space: 1,900 SF (interior) + outdoor seating

Sale Price: \$1,250,000

Added Value:

- \$1.76MM annual revenue
- "33" liquor license
- Bar ready infrastructure + outdoor seating
- No direct competition

Exclusive Broker

Weichert Commercial
Brokerage, Inc.

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1105 Morris Avenue

Property Details

PREMIER RESTAURANT BUSINESS WITH FULL LIQUOR LICENSE Strategically positioned directly across from Kean University – Union, New Jersey

Investment Overview

Weichert Commercial is pleased to present a unique and compelling investment opportunity - A high-performing, turnkey restaurant operation situated at the epicenter of Kean University's 18,000+ student, faculty, and staff population. Priced at \$1,250,000, this offering includes the complete business, all tangible assets, and a highly valuable Type 33 liquor license.

The subject property occupies a prominent position across from the university's campus located in the Vermella Sol retail complex of 1,254-unit residential units that is rapidly increasing the local population of young professionals, graduate students, and university-affiliated residents.

The property benefits from exceptional visibility, consistent foot traffic, and direct access to a dense, captive audience. Additionally, the asset is poised to capture incremental demand from not only Vermella but from the other 1,000+ residences within a 6-minute walk of the location.

Strategic Advantages

This opportunity distinguishes itself through a combination of irreplaceable location, regulatory advantage, and untapped revenue potential. The absence of direct full-service bar or restaurant competition within the immediate 3-mile perimeter positions this establishment as the sole provider of its kind in a high-demand environment.

The inclusion of the Type 33 liquor license provides immediate eligibility to expand beverage offerings beyond the current beer-and-wine model. The existing infrastructure is bar-ready, with plumbing and electrical provisions in place, allowing for the efficient installation of a bar and the implementation of a premium cocktail and spirits program.

Outdoor seating further enhances the property's appeal, offering an attractive amenity for daytime dining and evening social gatherings.

The NJ Transit Union Rail Station on the Raritan Line is just a three-minute walk from the restaurant. The station offers direct service to Newark Penn Station in 12 minutes, with connections to New York



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Property Details Continued

Penn Station, Secaucus Junction, and the broader Northeast Corridor. The rail facility includes a 464-space parking garage, drawing daily commuters, regional visitors, and off-campus students who park and ride into the city, many of whom pass directly through the campus retail corridor.

Financial Performance & Growth Potential

The business has demonstrated consistent performance, generating \$1.76 million in annual revenue. Current alcohol sales represent a very minimal portion of revenue due to the Franchisee's limitations. The property holds realistic potential to generate an additional \$250,000 to \$400,000 in annual alcohol revenue.

Market Dynamics & Long-Term Outlook

Kean University provides a stable, year-round customer base, while the adjacent developments significantly expand the patron market with thousands of new residents within walking distance. This convergence of academic and residential demand creates a durable foundation for both daytime and evening operations.

As the only full-service restaurant with liquor privileges within 4 miles of the campus, the property can take full advantage of a market with limited supply and rising consumer demand for a safe place to eat, drink, and socialize.

Terms of Sale

The business, assets, and liquor license are offered as a single, integrated package. The seller will not consider the separation of the license from the business. The lease is assignable, providing long-term operational stability.

The owner is pursuing an international opportunity and is highly motivated to conclude a timely transaction, making this an ideal acquisition for an independent operator, hospitality entrepreneur, or investor seeking a turnkey asset with significant upside.

Confidentiality Notice

Detailed financials, P&L statements, and operational records are available to qualified parties under a standard confidentiality agreement.



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Property Details Continued

Opportunity Summary

- Asking Price: \$1,250,000 (inclusive)
- Location: Kean University Campus, Union, NJ
- Size: 1,900 SF (interior) + outdoor seating
- Liquor License: Type 33 (Full Retail Consumption)
- Current Revenue: \$1.76M annually
- Growth Potential: +\$250K–\$400K in alcohol revenue
- Demographics: 18,000+ university-affiliated patrons + over 1,800 new luxury
- Residences within a 5-minute walk

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Photos



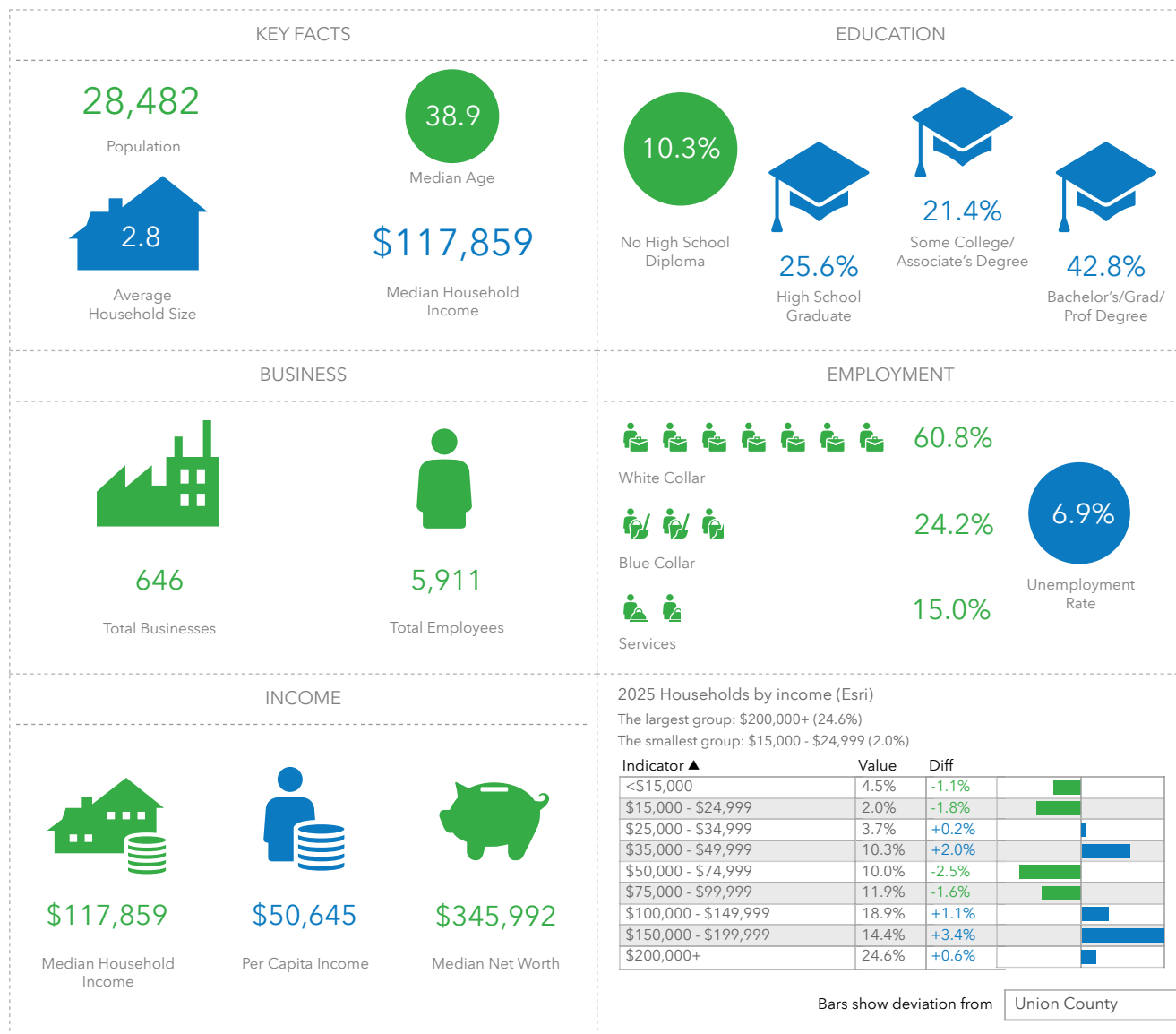
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Key Facts



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