



JEFF'S FREEZETTE

FOR SALE

A COLUSA
CLASSIC SERVING
UP BURGERS,
FRIES, & SHAKES.

854 10TH STREET, COLUSA, CA

4.5 ★★★★★ 1,101 Google reviews



Jeff's Freezette is a classic burger joint and a true local staple in Colusa, California. Originally established in the 1960's as Rick's Freezette, Jeff's has continued to build a loyal following and is widely regarded as the best burger spot in town. The business is strategically located on the corner of Fremont and 10th Street, benefiting from excellent traffic counts and strong visibility.

The menu features burgers, sandwiches, hot dogs, milkshakes, and other classic favorites. The property includes a convenient pickup window and a large outdoor patio with mature trees, creating a relaxed and nostalgic dining experience. Jeff's consistently receives excellent Google and Yelp reviews and is a popular stop for both locals and travelers passing through Colusa.

“JEFF'S IS SUCH A COOL LITTLE SPOT THAT PERFECTLY CAPTURES THE CHARM OF OLD-SCHOOL DINING.”

WHY INVEST HERE?

- ✓ Longstanding local establishment operating since the 1970s
- ✓ Strong reputation as the best burger spot in Colusa
- ✓ Excellent online reviews and customer loyalty
- ✓ High-visibility corner location with strong traffic
- ✓ Pickup window model with efficient service
- ✓ Large outdoor patio with shaded seating
- ✓ Friendly staff and clean operation
- ✓ No franchise fees



ASKING PRICE:

~~\$2,000,000~~

\$1,700,000



WHAT'S INCLUDED?

- ✓ **Operating Restaurant Business**
Established restaurant with existing brand, systems, and operational infrastructure
- ✓ **Real Estate – Two Parcels**
Fee-simple ownership of TWO parcels, including all on-site buildings
- ✓ **Restaurant Building(s)**
Purpose-built restaurant improvements with dining, kitchen, and support spaces
- ✓ **FF&E Included**
All furniture, fixtures, and equipment necessary for continued operations.
- ✓ **Infrastructure & Utilities**
Existing utility connections, grease trap, HVAC, and related restaurant infrastructure
- ✓ **Parking & Site Improvements**
On-site parking, signage, and exterior improvements serving the restaurant
- ✓ **Turnkey Opportunity**
Ability to continue operations immediately or reposition under a new concept

VALUE-ADD & EXPANSION OPPORTUNITIES

IMMEDIATE OPERATIONAL IMPROVEMENTS

- Begin accepting credit cards to increase convenience and average ticket size
- Introduce branded packaging (burger wraps, fry bags, shake cups) to strengthen brand recognition
- Add simple in-store signage encouraging satisfied customers to leave Google and Yelp reviews

MARKETING & BRAND GROWTH

Jeff's brand is rooted in nostalgia and community, making organic marketing highly effective:

- Establish a consistent social media presence on Instagram and TikTok
- Share food close-ups, milkshake pours, patio atmosphere, and throwback content
- Emphasize Jeff's identity as a classic Colusa icon and longtime local favorite

REVENUE EXPANSION WITHOUT NEW LOCATIONS

- Utilize delivery platforms such as DoorDash and Uber Eats for increased exposure
- Implement direct online ordering for pickup
- Offer catering or bulk orders for local events, schools, and organizations
- Increase involvement in community events, fundraisers, and school activities

MENU OPTIMIZATION

- Introduce limited-time burgers or seasonal milkshake flavors
- Offer combo meals to increase average order value
- Maintain the classic menu that customers already love

FUTURE LOCATION EXPANSION

- Open additional Jeff's Freezette locations in nearby towns
- Target highway-adjacent or high-traffic locations
- Replicate the pickup window and patio-focused model
- Maintain ownership control to preserve quality and brand identity



Jeff's Freezette represents a rare opportunity to acquire and expand a well-established, highly regarded local restaurant with strong brand equity. With simple operational upgrades, targeted marketing, and strategic growth initiatives, the business offers significant upside potential while preserving its classic charm and loyal customer base.

Contact Amar Cheema or Colleen Wrynski for more information:

Amar Cheema | DRE# 01445711 | acheemay@gmail.com | 530.218.4768

Colleen Wrynski | DRE# 01406906 | colleenwrealtor@gmail.com | 530.277.7080