

SIGMA Auction & Rowdy Mermaid Kombucha: Brewery auction generates \$500,000 in revenue

Key Metrics



4 Week

Project Execution Timeline



\$500,000

Final Hammer Price



112

Pieces Sold



80%

Lots sold past the
reserve price



200%

Increase in projected
hammer price

The Challenge

In August 2023, Rowdy Mermaid, located in Boulder, Colorado, sought to sell their kombucha processing, canning, and packaging equipment. With a tight deadline, they reached out to SIGMA Auction, aiming to remove all equipment by the end of October.

The Solution

To ensure the client could remove everything by the end of October, SIGMA set an auction date for October 18. In a quick four week turnaround, SIGMA Auction got to work, deploying their team to Rowdy Mermaid's facility to catalog all equipment. SIGMA Auction then collaborated with SIGMA Group's marketing team, along with three external marketing sources to boost auction exposure, enhancing the overall return on investment.

The Results

SIGMA's auction for Rowdy Mermaid proved to be a resounding success. By acting quickly, Rowdy Mermaid had all of their equipment removed by October's end. The comprehensive marketing efforts resulted in a substantial return on the client's investment. The client expressed extreme satisfaction with the auction's outcome, thanks to SIGMA's ability to maximize value within a tight timeframe.

Featured Lots



Lot #49 Sold for \$125,000



Lot #43 Sold for \$60,000