

HARBOR LANE
PROVISIONS
Specialty food wholesale | Port Ellery

Annual Report 2025

A record year, and the road to our second warehouse

Harbor Lane Provisions | 18 Quayside Road, Port Ellery | Published 16 February 2026

A letter from our Managing Director

Dear colleagues, customers and partners,

2025 was the best year in our history. Net revenue grew 15 percent to $21.4 million, we shipped 55,300 orders, and 1,265 cafes, grocers and restaurants now buy from us every month. On-time delivery reached 97.4 percent, even through the busiest holiday season we have had.

> *“We grew because our customers trust us to deliver good food on time, every time.”*

Growth has a cost: our Quayside warehouse ran at 94 percent of capacity from September. In December the board approved the North Pier distribution centre, a second site with 6,500 pallet positions and a cold chain for cheese and dairy. It opens in late 2026, and this report explains how we will pay for it.

You can follow the project on our website.

Thank you for an extraordinary year.

Grace Holloway

Managing Director

2025 at a glance

$21.4 m
Net revenue
+15% on 2024

55,300
Orders shipped
+13% on 2024

97.4%
On time
+1.3 points

What 2026 brings

Three things matter this year: opening the North Pier distribution centre on time and on budget, moving every customer to online re-ordering, and keeping delivery above 97 percent on time while volumes grow. Each has one owner on the management team, and we will report on all three every quarter.

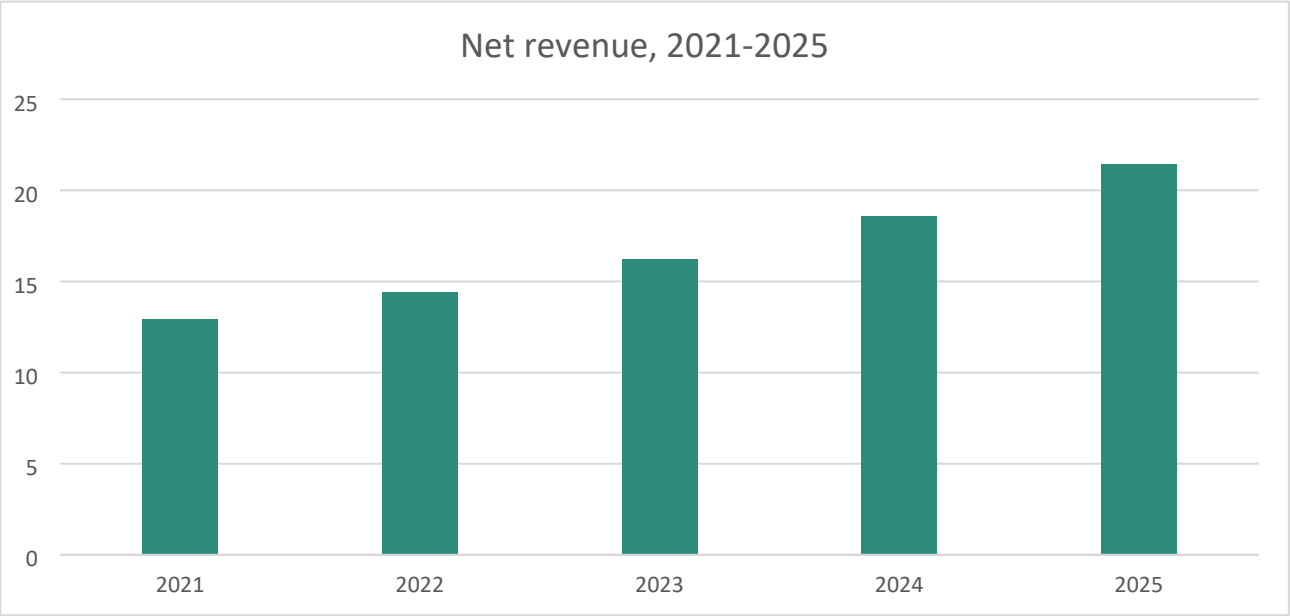
2025 in numbers

Every key measure improved on 2024: the gross margin held while we grew, because the new coffee and cheese contracts were priced on a full year of volume.

Measure	2024	2025	Change
Net revenue	$18.6 m	$21.4 m	+15.1%
Gross margin	31.2%	32.8%	+1.6 pts
Orders shipped	48,900	55,300	+13.1%
Wholesale customers	1,140	1,265	+11.0%
On-time delivery	96.1%	97.4%	+1.3 pts

Revenue by category

Category	Revenue	Share	Growth
Coffee & Tea	$5.9 m	27.6%	+18.4%
Oils & Vinegars	$3.8 m	17.8%	+9.2%
Honey & Preserves	$3.1 m	14.5%	+21.7%
Cheese & Dairy	$3.4 m	15.9%	+11.3%
Grains, Bakery & Pantry	$5.2 m	24.2%	+14.0%
Total	$21.4 m	100.0%	+15.1%



Our warehouses

Quayside, our home since 2009, handles every order today. From December 2026 the North Pier distribution centre will take the chilled range and a third of ambient volume, cutting delivery times to the north of the region by a day.



Autumn Harvest produce crates



Green coffee from Northwind Coffee Roasters



Aged harbour cheddar in the cellar



Cold-pressed oils and vinegars

Every product is checked in by hand, stored by category and picked to order within four hours.

Outlook for 2026

- Revenue growth of 12 to 14 percent, led by coffee, cheese and the Autumn Harvest range
- Opening the North Pier distribution centre in the fourth quarter
- Online re-ordering for all wholesale customers

Contacts

Role	Name	E-mail
Managing Director	Grace Holloway	grace.holloway@harborlane.example
Finance Director	Amara Osei	amara.osei@harborlane.example
Operations Manager	Jonas Weber	jonas.weber@harborlane.example
Sales Lead	Mateo Silva	mateo.silva@harborlane.example

LinkedIn: https://www.linkedin.com/company/harbor-lane-provisions-example

Instagram: https://www.instagram.com/harborlane.example/

YouTube: https://www.youtube.com/@harborlane-example