

# Pomona group takes control of Européenne Food, a food and snacks distributor

Aurignac Finance has assisted Pomona's board of directors in the partial acquisition of a food wholesaler under administration

*Independent M&A firm for small and mid-caps, Aurignac Finance has advised this major operation in the food sector for convenience stores and automatic distribution*



Pomona group requested Aurignac Finance to assist it in the acquisition of selected assets of Européenne Food, which was under administration and looking for a partner.

Européenne Food was a French leading player for foods, beverages and snacks to national catering networks as well as for vending operators and at numerous independent convenience stores with a turnover €200m.

Through this operation, Pomona has strengthened its positions on a segment where it was only partially present, but which is in correlation with its actual activities.

French leader in food distribution, Pomona has €3bn of sales and 8 900 employees.

Aurignac Finance assisted Pomona's management in the qualification of this opportunity.

The company mobilised within extreme short notice significant resources in the analysis of the operation on the field as much as from an economic and commercial point of view.

Therefore, Aurignac Finance was able to answer to the urgency of the situation to constitute an offer and to preserve jobs.

This operation had shown the capacity of Aurignac Finance to intervene on complex issues, which require business responsiveness and understanding of specific bankruptcy procedures.

## Aurignac Finance

works for SME shareholders for disposals, acquisitions or equity investments and for large French and foreign corporations in their research for strategic acquisitions, diversifications or carve-outs.

On the sell-side, Aurignac Finance's clients are independent shareholders, institutional investors or large groups looking to sell their non-strategic activities.

On the buy-side, clients are large corporation or mid-sized groups from the industrial and services sectors, just as foreign operators.

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