

## Food, Beverages and Agribusinesses Industry

### Case Study

#### **Mandate**

Beacon was engaged by an exclusive Canadian distributor of a popular American Food Brand. The business had long-term contracts with the Brand and an established distribution network across Canada. The business serviced clients in the hospitality industry as well as cafeterias and catering for large corporation. Clients included reputable brand names like Marriott, Hilton. The company management at the time was seeking to expand by getting acquired by a larger corporation with a complementary portfolio of products. Due to Beacon's strong outreach in North America and experience working with online businesses, Beacon was chosen as the exclusive broker and provided sell-side transaction advisory services through the entire sale process.

#### **Implementation**

Beacon began by compiling a fairness opinion to determine the business' true fair market value and proceeded to compile deliverables and confidentially market the mandate to potential buyers. Due to the business' deep penetration in the Canadian market and existing distribution channels across Canada, the business offered an excellent opportunity for global manufacturer of related food products to enter the Canadian market. Through our large network of buyers and industry professionals, we were able to attract several buyers for the business. Based on the seller's criteria and vision, as well as our financial acumen, we were able to pre-screen buyers and solicit offers from serious buyers.

#### **Outcome**

Beacon's team assisted our client through every step of the sale process, and successfully completed the transaction. Beacon effectively negotiated a share deal with a private buyer facilitating a 100% transfer of ownership. The vendors received all cash up front pursuant to all conditions stated in the initial offer agreement being met. Our team was actively involved through the due diligence process, ensuring transparency between both parties. In addition, Beacon assisted with succession planning to help maintain smooth operations through the transition period without damaging the value of the business.