



Case study:

A strategic acquisition to enter the U.S. production landscape

CLIENT

Vandemoortele



TRANSACTION TYPE

Buy-side advisory

TARGET

Banneton Bakery



Client description

Founded in 1899 and headquartered in Belgium, Vandemoortele is a leading European family-owned food group that has built an exceptional reputation for its commitment to quality, sustainability, and the finest European baking traditions. The company's diverse portfolio of high-quality food products is sold across Europe, the U.S., and Asia.

Deal description

Alantra advised Vandemoortele on the acquisition of Banneton Bakery, a leading U.S. manufacturer of premium frozen croissants, danishes, and other upscale pastry items.

A successful outcome

- Alantra provided Vandemoortele with key sector knowledge and guided the company through a highly competitive transaction process.
- Banneton Bakery's advanced manufacturing process and infrastructure in the U.S., best-in-class products, and very strong value proposition to customers are a perfect match for Vandemoortele's premier bakery expertise, brand recognition and global presence.
- The partnership between the two companies will allow them to provide significant additional value to their customers, business partners and associates.
- The transaction demonstrates Alantra's deep bakery sector expertise and cross-border deal advisory know-how.



Yvon Guerin
CEO | Vandemoortele



Achieving this partnership with Banneton Bakery will allow us to provide significant additional value to our customers, business partners and associates. Alantra's guidance and ability to leverage their bakery sector M&A experience, enabled us to successfully navigate a highly competitive transaction process."



JOSH GARVER
MANAGING DIRECTOR | ALANTRA



We are excited to support Vandemoortele's strategic expansion in the high-growth North American bakery market, and to facilitate the collaboration of these two complementary family businesses. This deal is a great example of Alantra's ability to combine our deep bakery sector expertise with our proven approach to cross-border acquisitions to deliver a great outcome for our clients."