

DATE

August 17, 2018

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

M&A Advisory

DEAL LOCATIONS**DEAL TEAM****Philipp Sebbesse**

Managing Director

DC Advisory advised Zeit für Brot on its sale to AFINUM



Zeit für Brot Group and AFINUM enter into a partnership in order to roll-out the successful Zeit für Brot concept to new locations as well as to accelerate the growth of its B2B business.

Over the last decade, Zeit für Brot has developed a unique concept based on slow food, quality, craftsmanship and sustainability in combination with a modern appeal that is well-received by its customers, demonstrated by high demand, strong satisfaction ratings and customer loyalty. Besides B2C revenues from in-store consumption and takeaways, Zeit für Brot is also delivering its products to upscale gastronomy, selected organic food retail chains as well as to online customers such as Amazon Fresh and Amazon PrimeNow.

The Company has a track record of superior profitable growth, realized both through consistent like-for-like growth in each location as well by opening new outlets. Dirk Steiger, who remains a significant shareholder and CEO of the business, has decided to team up with AFINUM as a strong financial and strategic growth partner. The joint growth strategy entails the opening of further outlets as well as the development of an organizational structure able to sustain a much broader footprint whilst releasing the full growth potential of the concept.

With Zeit für Brot, Björn Schwind and Dirk Steiger have created a new food and experience bakery benchmark, addressing multiple customer needs, such as unique food quality as well as transparent, regional and certified organic supply chain structures. The brand recognition has already expanded well beyond existing locations and we feel honoured to have been chosen as strategic growth partner for expanding and developing the business further.

Burkhard von Wangenheim, Kai Roolf and Elias Tuerk
Deal Team AFINUM

Our overall aim is to revitalise the traditional bakery craftsmanship and to provide our customers with best in class bakery products and to implement this mission also into other locations. With AFINUM, we have found the right and a professional partner to pursue this growth strategy. We are enthusiastic about our future cooperation.

Dirk Steiger
Zeit für Brot