

DATE

November 28, 2024

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Francesco Moccagatta
CEO



Giuliano Guarino
Co-Head of Italy



Marzia Cormun
Director

DC Advisory advises the shareholders of Monviso on its sale to Argos Wityu



Background

- Established in 1936 and headquartered in Andezeno, Turin, Italy, Monviso Group Srl, and its holding company Alpacotti & Co S.p.A. (Monviso), is a leading player in the Italian dry bakery market, offering a wide range of sweet and savoury products, focusing on tradition, gourmet quality, and health-conscious values
- Monviso distributes its products through its own and third-party brands - such as Monviso, Tonon, and La Buona Terra - which have a strong presence in Northwest Italy
- Monviso operates through five manufacturing facilities in Piedmont, Lombardy and Veneto, and employs more than 160 people
- In January 2018, Monviso was acquired by the private equity firms Cerea Partners and Capza

Process

- DC Advisory was engaged as exclusive financial advisor by the shareholders of Monviso Group to provide sell-side M&A advice for the sale of Monviso
- DC Advisory provided comprehensive financial and strategic advice, sector insight,

and close support in transaction documentation and negotiation

- DC Advisory targeted a select number of financial and strategic buyers, ultimately leading to final discussions with Argos Wityu, a private equity company investing in leading mid-sized companies in Europe

Outcome

- Following a detailed due diligence process, the shareholders of Monviso signed a sale and purchase agreement with Argos Wityu on 22 October 2024, in which Argos Wityu will acquire 100% of the share capital of Monviso
- This transaction closed on 28th November 2024
- The transaction further demonstrates DC Advisory's strong track record of providing comprehensive and tailored sell-side advice to companies in the food sector

“DC Advisory managed a high-quality process throughout all phases of this important sell-side. We were delighted with their expertise and support in defining what solution was best for our Group.”

Gilles Sicard
Cerea Partners (Private Equity team)

“We are thrilled to have advised the shareholders of Monviso Group on this successful transaction. We look forward to witnessing Monviso's future growth. This deal further highlights DC Advisory's sector expertise in the food sector.”

Francesco Moccagatta
CEO, DC Advisory Italy