



## Leading pinsa producer on the verge of international expansion

DEAL FLASH | FOOD & BEVERAGE | OCTOBER 2021

### DEAL SNAPSHOT

**The private shareholders of Pinsalab S.r.l. have sold the company to Deutsche Invest Capital Solutions GmbH.**

Pinsalab supplies pinsas to large retailers and hospitality operators in Italy and a number of other European countries. Pinsa, also known as Roman pizza, is an ancient recipe that has become popular in Italy over the past two or three years. Pinsalab markets its product under the Pinsami and Mr. Pinsa labels in room temperature, chilled and frozen formats. The company started its activity a few years ago and was one of the market's first movers. It's now the leader of one of the fastest-growing food & beverage segments, increasing by 50% annually in Italy, as consumers look for a healthier alternative to pizza.

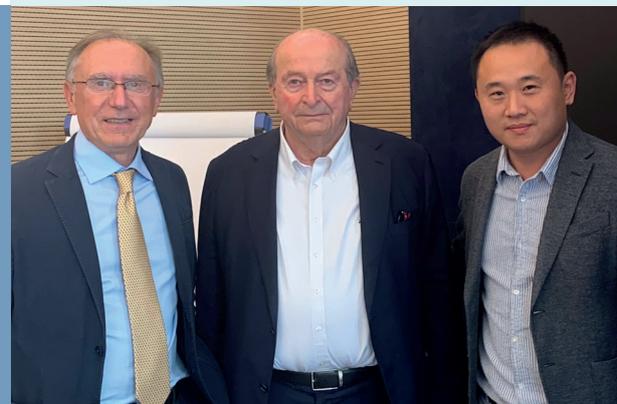
Deutsche Invest Capital Solutions, a member of the Deutsche Invest Capital Partners group, specializes in leveraged buy-outs, growth investments and carveouts of family businesses in Europe, with a focus on the DACH region. Deutsche Invest Capital Solutions follows a sustainable, long-term investment approach that combines transaction, finance, value-creating management and operational know-how.

“We chose Oaklins because of its deep understanding of the ecosystem in which we operate and of our business in particular. It was the right choice as we saw the team bringing numerous appealing solutions to the table, creating competitive tension between potential international buyers, driving the deal, anticipating and handling the challenges of this tumultuous period.”

**CLAUDIO CAMPANI, GIANLUCA GHIARONI AND CRISTIAN LIN**  
CO-FOUNDERS AND  
SHAREHOLDERS, PINSALAB  
S.R.L., ITALY

### OAKLINS' EXPERTISE AND REACH PLAYED A MAJOR ROLE IN FINDING THE RIGHT PARTNER

Oaklins' team in Italy acted as the exclusive financial advisor for the sellers in this transaction. This operation confirms Oaklins' leadership position in the cross-border, mid-market M&A landscape.



## MARKET TRENDS & DEAL DRIVERS

The pinsa segment is currently displaying explosive growth both in Italy and across Europe.

At the same time, investors are constantly on the lookout for innovative food & beverage companies that bring healthier and more versatile nutrition options to customers.

## M&A VALUATION ASPECTS

The value of the operation exceeded shareholders' expectations and was above the average multiples for savory bakery.

The deal value was based on 2021 year-end performance, while the management team will reinvest along with the Deutsche Invest Capital Solutions.

## TALK TO OUR ADVISORS



### ✉ MICHELE MANETTI

Partner  
Italy  
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Michele has 30 years' experience in M&A, privatizations and IPOs. He has managed over 300 transactions in Italy and abroad across a variety of sectors. Michele leads Oaklins' food ingredients team and has recently worked with Aromata Group on its acquisition of Nactis Flavour, a large French group active in the production and sale of aromatic raw materials, flavor and aromatic & functional ingredients for food. He also assisted Aromata Group on the acquisition of Fiorio Colori S.p.A., an Italian producer of natural colors for food. In addition, he has assisted financial food ingredients specialists, such as Cerea Capital Partners and Unigrains Capital, as well as large multinational food players, like Holland Royal Wessanen, in finding bio-organic targets.



### ✉ ELIO BATTAGLIA

Director  
Italy  
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Elio has advised several leading Italian companies in cross-border M&A transactions and has gained significant experience in company valuations and debt advisory, closing deals in a wide range of industries. He has a particular focus on the consumer & retail, food & beverage, medical device and business service industries.



### ✉ NARMIN VAKILOVA

Associate  
Italy  
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Narmin has notable expertise in consumer goods and retail mandates. Key clients she has advised include Giacomo Group, Pacha Group and Elisabetta Franchi.



## OAKLINS HAS CLOSED 427 DEALS IN FOOD & BEVERAGE

Oaklins is the world's most experienced mid-market M&A advisor, with over 850 professionals globally and dedicated industry teams in more than 45 countries. We have closed 1,700 transactions in the past five years.

# Oaklins

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