

PRESS RELEASE

ADVANT Altana represents Eureden in the acquisition of meat processing specialist André Bazin

Paris, December 15, 2021 – Eureden, a co-operative agri-food group from French Brittany, has acquired André Bazin, a specialist in pork-based products for the ready-to-eat food industry, after receiving the approval of the French Competition Authority.

With this acquisition, the Eureden aims to become a leader in charcuterie, through naturalness, terroir and brands. The Eureden group comprises a large number of farmers, particularly pig breeders, among its 20,000 members. Through its subsidiary Aubret, Eureden is a recognized player in the field of cured meats, and more particularly bacon, ham, sausage and salami.

Eureden's ambition for its meat division is to become, with Aubret and André Bazin, a leader in cured meats in France, by relying on an industry-wide approach, the development of specialities and regional brands, product and service innovation, the concepts of multi-species and naturalness, and by expanding into vegetable protein products.

About Eureden

Eureden, a co-operative agri-food group from French Brittany that gathers 20,000 farmer-cooperators and 9,000 employees around a common ambition: good food for all, with the constant objective of meeting the expectations of consumers and the society. Eureden is made of 6 business units (Agriculture, Eggs, Meat, Frozen Food, Long Life and Green Distribution) and has 60 industrial sites, 300 stores for farmers-cooperators and the public, as well as a portfolio of strong brands such as d'Aucy, Jean Nicolas, Globus, Paysan Breton, Cocotine, Aubret, Point Vert and Magasin Vert.

About André Bazin

André Bazin is a specialist in pork-based products for the ready-to-eat food industry, wholesalers and distributors and retail, through the Philippe Wagner brand. André Bazin is a company with high human values based in Eastern France, that manufactures more than 20,000 tons of cured meats, charcuterie products and cooked meats per year, with more than 330 employees. Though the diversity of its product know-how: cured meats, charcuterie, sausages, cooked meats, the company supplies more than 500 customers of the food industry, from multinationals to local SMEs. Anchored in its region, the company is also a specialist in traditional local sausage products through the production of Morteau sausages and IGP Montbéliard sausages.

In this transaction, ADVANT Altana has combined its M&A skills with its in-depth knowledge of the food industry, in which the expertise of the firm's lawyers has significant experience.

The ADVANT Altana team was made of Jean-Nicolas Soret and Alice Lesot in M&A, Pierre Lubet, Alexandre Véran and Anissa Froz for the employment law aspects, Camille Raclet for the industrial property and personal data issues, Amélie Pinçon and Gowthamy Vivekanantan for real estate and Louis des Cars for regulatory matters.

About ADVANT Altana

About ADVANT Altana ADVANT Altana is a multi-practice law firm founded in 2009, with more than 80 lawyers and attorneys, including 22 partners. ADVANT Altana's teams assist French and foreign companies, as well as their managers, in the handling of high stakes technical and strategic projects, particularly in the most regulated sectors: Banking-Insurance, Construction, Renewable Energies, Life Sciences, TMT (Technologies - Media - Telecommunications).

ADVANT Altana is a member of ADVANT, an association of continental European law firms comprising ADVANT Altana in France, ADVANT Beiten in Germany and ADVANT Nctm in Italy.

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