



Cerelia acquires English Bay Batter and accelerates its development in North America

French food company Cerelia, leading producer of rolled dough and pancakes in Europe backed by IK Investment Partners since 2015, is accelerating its development through the acquisition of English Bay Batter, the North American cookie specialist.

The merger will create an international group able to meet the needs of its historical clients by offering an enlarged range of products through three different distribution channels: Retail, In-store Bakery and Food-service.

Founded in 1983 by Jack Seguin in Vancouver, English Bay Batter (EBB) has developed a unique know-how producing cookies, muffins, brownies and other pastries. The company's products are widely distributed in the US and Canada through Retail and Food-service channels. Building on its raw and cooked frozen products expertise, EBB recently and successfully launched a range of refrigerated dough products.

The acquisition is consistent with Cerelia's growth strategy, based on the pooling of skills and market expertise. As part of the Cerelia group, EBB will further its development in the US and Canada thanks to substantial investment plans aimed at supporting innovation and industrial transformation. Conversely, EBB's expertise in its market will enable Cerelia to broaden its product offering in Europe and Asia.

Cerelia's CEO Guillaume Réveilhac is enthusiastic about this acquisition: « English Bay Batter is a leading player in North America, which is a strategic market for Cerelia. Our two companies' DNAs are comparable in all respects. We are happy to welcome the EBB team, knowing that our group is initiating a new phase of development ».

Cerelia was advised by Lincoln International, Stikeman Elliott / Willkie Farr & Gallagher and Bain Consulting throughout the process.

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