

**Profile number**

105483

**Investment case Panamarenko - food company is looking for funding (3 mio €)****Located in**

Vlaanderen

**General information****Sector**

Agriculture

**Type of company**

Other

**Legal entity:**

One - man business

**Type of transaction**

Shares

**Life phase enterprise**

Full-grown

**Employees in FTE**

25 - 50

**Type of buyer:**

- Strategic acquisition
- Investor

**Financial information****Turnover last financial year**

&gt; 5.000.000

**Asking price**

€ 2.500.000 - € 5.000.000

**Earnings before taxes**

€ 250.000 - € 500.000

**Company history/background****The Company:**

- a production company active in the food industry
- the brand exists since the sixties
- the company supplies both the catering wholesale market as retail centers and this only under its own brand
- production facilities are owned by the Group

The estimated turnover for the year 2022 will be about 13 mio €

- the company is a well-known brand in the Benelux and is a top 3 leading premium brand in Europe in its niche market
- due to the brand's premium designs, great product taste and selective marketing strategy, the company is considered as the premium trademark
- leading through innovation
- the company is closely involved in the development of new products

## Unique selling points

- the company is a strong brand producing high-quality products
- it is a challenger in the consumer market with growth potential in terms of market penetration
- a no-nonsense company with hands-on management involvement
- innovation, research and development are strongly linked to the brand
- the company works closely with research institutes, such as the university of Ghent
- extensive in-house research and development department
- history of successful introductions of new products into the market without spending large budgets and without price concessions

## Other

Consumers looking for products that are of superior value – quality seekers – connoisseurs – taste lovers – open to a high perceived value

The Company applies a multi segment approach and serves both the B2B as B2B2C market.

B2B (65%)

- in the B2B market, the Company is a market leader in Belgium
- home market 300 km around Brussels
- B2B market mainly comprises frying and sandwich shops next to wholesale

B2B2C (35%)

B2C market is primarily addressed through supermarkets

the Company's sales promoters take care of in-store merchandising