



EDMOND DE ROTHSCHILD CORPORATE FINANCE ADVISES WAGRAM FOOD SERVICE SHAREHOLDERS ON CAPITAL REORGANISATION WITH BPI FRANCE AND GROUPE ERAM

Edmond de Rothschild Corporate Finance advised the shareholders of Wagram Food Service in the capital reorganisation with BPI France and Groupe Eram, aimed at accelerating the development of existing and future brands.

Acquired in 2007 by Financière de l'Intendance and Nicolas Riché (Chairman), Wagram Food Service is a multi-brand restaurant group that includes Columbus Café & Co, Krispy Kreme and Copper Branch.

In 2020, the group built on the success of Columbus Café to initiate a multi-brand and multi-channel strategy, further developing said three core brands both in France and internationally:

- **Columbus Café & Co:** Acquired in 2007, it is the Group's flagship brand with 250 outlets. Modelled after a traditional coffee shop, it offers its products in a French 'neighbourhood café' setting.
- **Krispy Kreme:** An iconic American doughnut brand founded in 1937, present in 31 countries nearly 12,000 company-owned or franchised locations. In 2022, Wagram Food Service created a joint venture with Krispy Kreme Doughnuts to launch the brand in France, opening the first store at Westfield Forum des Halles in December 2023.
- **Copper Branch:** A fast-casual, 100% plant-based brand created in 2014 in Canada. Wagram Food Service acquired the master franchise for Europe and the Middle East in 2020.

By developing these three brands, Wagram Food Service demonstrates its expertise in multi-channel brand management and development: it adapts to market trends while maintaining its core values of customer enjoyment and creating unique experiences.

With this transaction, Wagram Food Service aims to accelerate brand development in France and internationally by:

- **Doubling the number of Columbus Café locations** and **expanding internationally** (North America, Eastern Europe, Middle East).
- **Opening 500 Krispy Kreme locations and 100 Copper Branch outlets** within five years.
- Facilitating the **distribution of its offerings through licensing agreements** with major retailers.
- **Enhancing its portfolio** with new brands in the mass gourmet segment.

Speaking about the transaction, **Nicolas Riché, Chairman of Wagram Food Service, stated:** ‘We thank BPI France and Groupe Eram for their confidence in the development potential of Wagram Food Service. This investment is crucial for driving the group’s growth. We aim to continue adapting to new consumer expectations and evolving trends in the restaurant market, which is currently undergoing structural transformation.’

This new transaction offers further proof of Edmond de Rothschild’s expertise in the food and retail sectors.

Parties to the transaction

INVESTORS

BPI France (Louis Janneau, Camille Huon)

Groupe Eram (Xavier Biotteau, Laurence Pailloux, Gilles Aballéa)

ADVISORS TO THE SELLERS

M&A advice: Edmond de Rothschild Corporate Finance (Jonathan Jacquin, Alexandre Aron-Brunetiere, Aude-Amel Cheraitia, Etienne Ceccaldi, Arnaud Jolly, Alexandre Haie)

Legal advice: Cabinet GDSA (David Gilbert-Desvallons)

Financial vendor due diligence: Exelmans (Stéphane Dahan, Edouard de la Motte Rouge)

À PROPOS DU GROUPE EDMOND DE ROTHSCHILD

Maison d'investissement de convictions fondée sur l'idée que la richesse doit servir à construire demain, Edmond de Rothschild est spécialisé dans la Banque Privée et la Gestion d'actifs. Au service d'une clientèle internationale de familles, d'entrepreneurs et d'investisseurs institutionnels, Edmond de Rothschild est également présent dans les métiers de Corporate Finance, du Financement des Infrastructures, du Private Equity, de l'Immobilier et de Fund Services.

Son caractère résolument familial confère à Edmond de Rothschild l'indépendance nécessaire pour proposer des stratégies audacieuses et des investissements de long terme, ancrés dans l'économie réelle.

Créé en 1953, le Groupe comptait plus de 163 milliards de francs suisses d'actifs sous gestion au 31 décembre 2023, 2 600 collaborateurs et 28 implantations dans le monde.

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