

Allyum advises L'Artisane on its sale to Rocky's Pizza

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Allyum, the Belgian M&A advisory firm dedicated to medium-sized companies, has been mandated by L'Artisane to act as exclusive financial advisor in its sale to Rocky's Pizza.

Founded and based in Courcelles, Belgium, L'Artisane is the leading producer of fresh pizzas in the country. Employing approximately 50 people, the company produces around 7,900 pizzas per day, alongside 5,000 prepared pasta dishes sold primarily under retailer brands such as Aldi, Carrefour, and Intermarché. The company generated annual revenues of around €10 million.

Rocky's Pizza, a young and dynamic company founded by brothers Arnaud and Alexis Mestdag, currently employs seven people and generates approximately €1 million in revenues. With this acquisition, Rocky's Pizza, supported by private and public investors, plans to significantly scale its operations, targeting a fivefold increase in production over the next two years, with combined revenues of the new entity expected to reach €15 million.

Arnaud Mestdag, Co-founder of Rocky's Pizza : *"We explored several opportunities before deciding on L'Artisane. What attracted us most was their production facilities, their strategic location, and the professionalism of the team. L'Artisane is a hidden gem, and we want to revitalize it."*

To support the integration and growth of L'Artisane, the Mestdag brothers have appointed David Leclercq, an experienced industry professional, as CEO. The two brands will continue to coexist, with gradual enhancements to L'Artisane's recipes and product offerings.

The acquisition allows Rocky's Pizza to expand its geographic footprint, particularly towards Flanders, while leveraging L'Artisane's established production capacity, customer base, and distribution network. The transaction reflects a strategic alignment between a high-growth challenger and a market leader, creating significant synergies and long-term value.

Christophe Mottint, former CEO of L'Artisane: *"This transaction is our second achievement with Allyum, after Ansolve in 2022, and once again a great example of professionalism, rigor, and high-quality execution."*

In this transaction, Allyum was assisted by LAMLAW (Michel Deprez) for legal advisory.

About Allyum

Allyum is a corporate finance company that advises companies on financial transactions, fundraisings, IPOs, and Mergers & Acquisitions. With a multi-skilled team, Allyum is a key partner, understanding the challenges of its clients and providing them with financial recommendations. More than 250 companies have entrusted Allyum to conduct their financial transactions in Belgium and other countries over the last 20 years. For more information, visit www.allyum.com.

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