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## Allyum advises Alysse Food's founders on their sale to Groupe Roullier

### Press Release September 9<sup>th</sup> 2020 – Brussels

Allyum, the Belgian M&A financial advisory firm dedicated to mid-cap companies, announced the sale of Alysse Food to Groupe Roullier.

Founded by Mr. Samuel Kupchik in 1995, Alysse Food has grown to become the European leader in the production of American-inspired pastries and bakeries such as muffins, brownies, cupcakes, mini-cakes and bagels. With a large range of ambient and frozen goods, the company supplies retailers and food services operators across Europe. Alysse Food reported sales worth EUR 37M with an EBITDA of EUR 4,65M in 2019.

The Groupe Roullier, one of the largest producers of fertilizers in the world, is the owner of Pâtisseries Gourmandes, one of the leading French platforms in the traditional industrial pastry market with private labels such as Ker Cadélaç and Le Guillou. By acquiring Alysse Food, Pâtisseries Gourmandes will complement its offer and commercial network in order to accelerate its international development in the coming years. With 5 production sites, the Agri-Food divisions generated a turnover of EUR 144M in 2019.

The Groupe Roullier appoints Joseph Kupchik, as the new General Manager and relies on his 15 years of successful experience within the company to ensure future growth.

Alysse Food shareholders mandated Allyum as financial advisor to manage the sale process along with Eversheds Sutherland (Benjamin Haberkorn) for the legal part.

Samuel Kupchik, founder and CEO of Alysse Food said: **"Allyum's network and knowledge of the industry helped us to find the best suited partner for Alysse Food. Thanks to its expertise and support during the negotiation phase, the Allyum's team managed to break an optimal deal for all stakeholders."**

### About ALLYUM

Allyum is a corporate finance company which advises companies on financial transactions, fundraisings, IPO 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 200 companies have entrusted Allyum to conduct their financial transactions in Belgium and in other countries over the last 16 years. For more information, visit [www.allyum.com](http://www.allyum.com)

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