

StarCuisine and Bracamonte Convenient Kitchen join forces with BCK's acquisition of a minority stake in StarCuisine



StarCuisine cooks fresh and high quality ready made meals and meal components for retail and foodservice

- The company, founded in 2009, is well-known in the Dutch market for its high quality and tasty meals. Over the past 11 years StarCuisine has built a strong track record through excellent craftsmanship based on the heritage of the Oriental kitchen
- With the strategic partnership and its new facility in Bleiswijk, StarCuisine and BCK aim to leverage StarCuisine's frontrunner position and to combine new products, techniques and distribution channels
- JBR assisted StarCuisine as M&A advisor during the entire sales process with a targeted market approach



On June 30, 2021 Bracamonte Convenient Kitchen acquired a minority stake in StarCuisine



Strategic partnership



Sector: Food & Agri



BCK is a specialist in food to go and produces with over 100 chefs fresh wraps, sandwiches, pokebowls, yoghurts and salads

- BCK is founded in 2004 and produces healthy food to go. In 2019 it acquired Sushi Ran to expand its product portfolio
- On June 30, 2021 BCK acquired a minority stake in StarCuisine. BCK and StarCuisine will maintain their independent operations with the ambition to become to best ready made meal and food to go specialist in Western Europe
- Both companies share the same family values and embrace their long cooperation with employees, suppliers and clients
- Both companies strongly believe in the combination of tasty and healthy food based on high quality and authentic preparation techniques



JBR acted as M&A advisor to StarCuisine's shareholders



JBR acted as M&A advisor to StarCuisine during the entire M&A process

PRESS RELEASE



StarCuisine en Bracamonte Convenient Kitchen versterken elkaar door strategische samenwerking

Rijswijk/ Weesp, 1 juli 2021

Bracamonte Convenient Kitchen (BCK) in Weesp, specialist in food to go, heeft een strategisch belang genomen in StarCuisine. Beide bedrijven maken het zo mogelijk om betere klantoplossingen te bieden en elkaar te versterken in de convenience markt.

BCK en StarCuisine blijven zelfstandig opereren en hebben de ambitie samen nieuwe producten, technieken en afzetkanalen in zowel retail als foodservice te ontwikkelen. Beide bedrijven hebben de ambitie om te bewijzen dat gemakproducten ook echt lekker en gezond kunnen zijn, zodat onze klanten voorop blijven lopen met steeds bredere en betere convenience oplossingen.

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JBR is an independent internationally operating management consulting firm with over 30 years experience in strategy, corporate finance and restructuring



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