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Fueling transactions. Beyond expectations.

25 February 2021

D'ORNANO + CO. ADVISED MONTEFIORE INVESTMENT

ON ITS INVESTMENT IN GROUPE ETLB, FOUNDER AND

OPERATOR OF CÔTÉ SUSHI AND MAISON POKÉ RESTAURANT CHAINS



D'Ornano + Co. performed holistic Financial and Legal due diligence for Montefiore Investment in its investment in the French restaurant operator denominated ETLB, the holding company of the Côté Sushi and Maison Poké operators ("Groupe ETLB").



LBO: Financial + Legal Transaction Services



Consumer Goods + retail

Deal summary

Founded in 2008, Côté Sushi is a highly innovative restaurant concept, mixing a traditional restaurant model (with bricks-and-mortar points of sale), serving customers on-premise, and a "Ghost kitchen" model (a commercial kitchen that operates without a bricks-and-mortar location) focused on delivery and takeaways. Ghost kitchens represent an emerging tech-enabled business model that could significantly alter the restaurant and food delivery industry.

Montefiore Investment, a reference investor for small and medium sized service companies in France, invested in Groupe ETLB for an undisclosed sum.

Montefiore capital investment will enable Groupe ETLB to accelerate the development of its restaurant brands in France and Europe, and also contribute to the expansion of its brand portfolio through the creation of new innovative culinary concepts.

Problem solved

D'Ornano + Co. supported Montefiore Investment by providing Financial and Legal Transaction Services. With its holistic vision, D'Ornano + Co. quickly grasped the complexity of Côté Sushi's hybrid business model and targeted the financial and legal matters on which analysis was required to confirm the investment decision. This unique approach also allowed D'Ornano + Co. to delve deeper into key matters, to confirm the contribution margin of the on-site, delivery and takeaway activities, and to carry out an in-depth analysis of the regulatory aspects and HR matters that are always highly sensitive in the food service industry.

Deal's vertical

Côté Sushi's operations are both based on integrated digital tools enabling dispatch of all orders between the Ghost kitchens and points of sale, and on strong partnerships with leading food delivery apps, such as UberEats, Deliveroo and Justeat.

The current crisis is undoubtedly a catalyst for Ghost kitchens, a viable and growing business model that benefits from governmental restrictions imposing home working. Moreover, Ghost kitchens allow restaurants to reduce their cost of operations and focus on digital marketing, which should contribute to a faster recovery for a sector that has been hit hard by the crisis.



“Montefiore has the capacity and the will to foresee how technology can durably and positively impact traditional business models, and thus foster their growth”, said Raphaëlle d’Ornano, Founder of D’Ornano + Co. “With Côté Sushi, Montefiore demonstrates its capacity to invest in COVID-19 impacted sectors thanks to an understanding of long-term secular trends disrupting the consumer space. We think that this model will remain post the health crisis and particularly benefit mid and large restaurant chains.”

About D’Ornano + Co.

Founded in 2015, D’Ornano + Co. is an international advisory firm, specializing in financial and legal transaction services in northern Europe and North America. D’Ornano + Co. helps modern private investors make more informed transaction-related decisions and assists them through the entire deal lifecycle. The firm focuses on tech-enabled, innovative and emerging businesses, whose complexity and disruptive nature requires a holistic analysis. D’Ornano + Co. employs a multi-disciplined team of over 20 business, financial and legal experts in Paris and New York.



About Montefiore Investment

Created in 2005, Montefiore Investment is a leading investor in SME and mid cap service companies in France. In 15 years, the company has demonstrated its ability to transform French SMEs into true European champions. Thanks to its strong sector expertise and know-how, Montefiore Investment successfully supports companies in their growth and development projects. Its performance has enabled it to establish itself as a key reference in mid-market private equity. Based in Paris, Montefiore Investment currently has over €2 billion in assets under management and invests between €20 and €200 million per company.