

BAKERY INGREDIENTS ACQUISITION REVIEW

STRATEGIES TO GROW YOUR BUSINESS

Prepared by:

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In this study, CPL Business Consultants was engaged by a global ingredients company to review the bakery ingredients division of a company which was offered as a potential acquisition. CPL produced a report in a compressed timescale which answered all of the client's questions and enabled it to make an informed decision on whether to proceed to the next stage in the transaction process.

The client was considering the acquisition of the bakery ingredients business unit, which was being divested by another large strategic player. As a trusted advisor, CPL was therefore asked to obtain a complete view of the business and structure of that bakery ingredients unit and offer an opinion on the suitability of the business for our client.

CPL surveyed contacts in its networks, including users of bakery ingredients and independent bakery associations and competitors, to gain insight into the target's offering and reputation. Due to its extensive networks in ingredients, CPL had access to individuals who had authentic insights which would otherwise be difficult to obtain.

Contacts were questioned in respect of their opinions on the markets and players in bakery ingredients, including yeast, bread and bakery improvers, concentrates and mixes, as well as bakery enzymes. CPL also estimated the company's market share of bakery ingredients in Europe and South America, market overlap, EBITDA and other metrics. CPL offered its expert opinion and strategic recommendation on the fit of the company to the client's objectives and how to proceed in the transaction process.

Click here for a PDF of [the contents of the study](#), or otherwise, look below for an outline.

BAKERY INGREDIENTS ACQUISITION REVIEW

Executive Summary

- Objective
- Method
- Overview
 - Sales
 - R&D
 - Yeast
 - Bakery Ingredients
 - Bakery Enzymes
 - Yeast Extracts
 - Enzymes
- Conclusions and Opinion on the Bakery Ingredients Acquisition Target

European Bakery Ingredients Market Shares

- Estimates for Market Shares in Europe

Contact Reports

- Former Marketing and Strategy
- Project Director for Strategy
- Former UK Managing Director
- Former UK Operations and HR Director
- Former GM for Benelux
- Former Manager of Benelux and France
- Former Sales and Business Development
- Former Employee
- Other Contacts

Contacts for EU Yeast Organisations & Companies

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Ireland
- Italy
- Netherlands
- Portugal
- Spain
- Sweden
- United Kingdom

Tables

- Sales
- Market Share in Various Countries
- European Market Shares

In addition to this acquisition due diligence review, CPL has worked on many projects related to bakery ingredients, for example [starch in baking](#), [yeast products](#) and [laminating fat substitutes](#). You can find further examples by browsing through this website or using the search bar on this page. Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work. You can also review [eight case studies](#).