

OPPORTUNITIES IN CULINARY SYSTEMS

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STRATEGIES TO GROW YOUR BUSINESS



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A global food ingredients company wanted to expand its offering in B2B culinary systems (bespoke products with an element of chef-to-chef interaction) through acquisitions. CPL identified, profiled, qualified and prioritised potential targets for the client's M&A pipeline. Additionally, CPL was able to provide warm introductions.

OBJECTIVE

The study objective was to provide insight to a global ingredients company on players and potential acquisition targets in culinary systems with a specific geographic focus.

METHOD

CPL produced a long list of ~30 players in the market, with some high-level analysis. Next, we discussed this list in detail with the client before finally producing a short list of ~10 potential targets.

CPL then carried out a deep dive on the potential target companies, which included a discussion on prioritisation and approach to the best-fit companies.

DELIVERABLES

CPL provided spreadsheets which contained the longlist, shortlist and detailed financial information (balance sheets, profit and loss etc.) of potential targets.

Company Profiles for short listed targets included:

- Company description
- Financial information, including actual or estimated sales value
- Applications focus
- Differentiators
- Ownership structure

The report therefore provided sufficient detail to enable the client populate its M&A pipeline with well qualified targets.

Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).