

Cross-Border Transaction



Companies:

- ❖ Asea (Parent) Sold
- ❖ P.F Chang's Brazil (Subsidiary)



DEAL FACTS

Date	June 4 th , 2019
Type of Transaction	Cross-Border
Sector	Food and Beverage
Deal Value	-
Global M&A Partners	Condere (Brazil) and Rión

THE TRANSACTION AND GMAP'S DEAL INPUT

- Asea, S.A.B. de C.V., known as Asea, is a Mexican multi-brand restaurant operator based in Mexico City, Mexico. It was founded as a holding company in 1997 and its operating portfolio includes fast-food, casual dining, and cafeteria type restaurant chains located in Mexico, South America and Europe.
- The company employs over 60,000 people worldwide, with a multi-brand portfolio made up of recognisable food/drink outlets including Domino's Pizza, Starbucks, Burger King and TGI Friday's.
- Asea decided to 'pull out' of Brazil and sell their majority stake in the master franchisee of P.F Chang's in Brazil.
- Rión and Condere acted as advisors to the seller (Asea) on the sale of a majority stake in P.F Chang's Brazil.

ABOUT P.F CHANG'S

- P. F. Chang's China Bistro is an American-based, Asian-themed, casual dining restaurant chain founded in 1993 by Paul Fleming and Philip Chiang.
- It is a restaurant concept that honours the 2,000-year-old Asian tradition of wok cooking and believes in making food from scratch every day in every restaurant

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