



PRESS INFORMATION

's-Hertogenbosch, 14 July 2017

MANAGEMENT BUY-OUT GULDEN KRAKELING

14 July 2017 – The current management of Gulden Krakeling, one of the larger cookie brands in the Netherlands, has successfully acquired the firm from its current owner. The management will, given the dynamics in the market, move into a new direction and has set ambitious growth targets for the future. Blacktrace has assisted and guided the seller in the MBO trajectory.

SHORT PROFILE GULDEN KRAKELING

Gulden Krakeling is one of the oldest cookie- and treats brands of the Netherlands. The company supplies fresh and semi-fresh products to wholesalers and supermarkets throughout the country. Next to the well-known Gulden Krakeling brand, it also sells the quality brands Bakkernij and Banket van Crul. Next to its regular assortment, Gulden Krakeling offers a strong regional and seasonal assortment that is specifically customized to local taste and demand. Gulden Krakeling distinguishes itself by high quality, freshness and high delivery reliability.

Detailed information about Gulden Krakeling is available at www.guldenkrakeling.nl

SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provide professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

Detailed information about Blacktrace is available at www.blacktrace.nl

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