

June 03, 2019

IMAP advises premium on-trade spirits business Bartida on sale to Stock Spirits

IMAP is pleased to announce that Bartida has been sold to Stock Spirits Group for €7.3 million, with an additional deferred consideration of up to € 3.7 million over 5 years.

Bartida is a premium Czech on-trade spirits business. It's portfolio, which comprises both own-brands and third-party distribution brands, covers the premium end of the rum, fruit spirits and liqueurs segments. In 2018, Bartida's sales reached €8.8 million with EBITDA at approximately €1.0 million. It focuses on direct sales to premium on-trade outlets and also has its own e-commerce shop.

Stock Spirits is one of CEE's leading branded spirits and liqueurs groups, offering a portfolio of products that are rooted in local and regional heritage. With core operations in Poland, Czech Republic, Slovakia, Italy, Croatia and Bosnia & Herzegovina, Stock Spirits also exports to over 50 other countries worldwide. Global sales volumes currently total over 100 million liters per year. Stock Spirits is listed on the main market of the London Stock Exchange (LON:STCK).

The IMAP Czech Republic team, led by Richard Kovář, acted as financial advisor to Bartida's shareholders throughout the sale process.



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