

# JOCK – a Bordeaux-based player in sweet preparations

The family office Aquasourça acquired 40% of the capital of the JOCK Group



Sell side M&A advisory

## Basic info

February 2021

France

**AQUASOURÇA**

acquired 40% of the capital of



**TL** TRANSLINK  
CORPORATE FINANCE  
Advisor to the seller

### Deal takeaways:

- Translink Corporate Finance advised the buyers in an auction process

### Deal maker:

- Jacques-Henri Rieme

## Transaction announcement

### 2021-03-16 (Bordeaux, France)

Created in Bordeaux in 1938, JOCK is a recognized player in the sweet grocery industry, both under private labels and under its own brand. With 60 employees, and with a first-class know-how in the elaboration of recipes and preparations for desserts, JOCK has achieved a turnover of 30 M€ in 2020.

The Group is recognized for the quality of its products and its industrial and logistical organization, which enable it to offer a competitive range of products in four categories:

- Desserts to prepare ;
- Pastry aids ;
- Cake batters;
- Chocolate powders

With a customer base of major retailers, JOCK is recognized for its expertise and quality service, and is highly regarded by consumers.

## Deal summary

- The transaction was announced in March 2021
- Through its chairman Jean-Philippe Ballanger, JOCK announces that it has reorganized its capital with the participation of the investment funds Aquasourça and Aquiti Gestion, which succeeds the historic minority shareholders SGCP (Société Générale Capital Partenaires) and GSO Capital (subsidiary of Agricultural credit). The company is also taking advantage of this transaction to welcome into its capital a new Chief Executive Officer, Laurent Debande, in support of its Chairman.
- Aquasourça comes to share its experience in the agri-food sector, characterized by its new sectoral approach involving as operational partners former managers of ETIs in the sector. Aquiti Gestion, with a strong local presence, completes the system.
- The operational management of the company is entrusted to Laurent Debande, bringing to the project his skills from an already rich and varied career in the food industry. He will support the historical manager, Jean-Philippe Ballanger, who has been running the company for 22 years, and will take a stake in the capital alongside the new financial partners.