



# Oaklins



## Leading freeze-dried food manufacturer achieves strategic expansion

DEAL FLASH | FOOD & BEVERAGE, PRIVATE EQUITY | JULY 2024

### DEAL SNAPSHOT

**Thrive Freeze Dry, an Entrepreneurial Equity Partners and Mubadala Capital portfolio company, has acquired Paradiesfrucht GmbH.**

Thrive Freeze Dry, a leading manufacturer of freeze-dried products, operates globally with facilities in the US, Canada, Germany and Peru, and is recognized for its technical expertise and flexible manufacturing solutions tailored to customers' needs. The company produces a wide range of freeze-dried products including fruits, vegetables, proteins, candies, pet treats, probiotics, enzymes and prepared meals.

Paradiesfrucht is renowned for its premium quality freeze-dried fruits, frozen products, and innovative range, making it a leading player in the European market. The company has distinguished itself through its state-of-the-art facilities and strong focus on eco-friendly processes, which align with Thrive's commitment to sustainability. This acquisition marks a strategic expansion for Thrive, strengthening its presence in Europe and enhancing its diverse product offerings.

### OAKLINS' ROLE IN FACILITATING THE DEAL WAS VITAL TO ITS SUCCESS

Oaklins Germany acted as the exclusive sell-side M&A advisor to the shareholders of Paradiesfrucht GmbH. The shareholders were initially approached by Thrive from the US, and, recognizing the complexities and potential challenges of such a sales process, they decided to engage Oaklins in addition to their legal and tax advisors. As a mid-sized German company, it was crucial for Paradiesfrucht to involve an experienced M&A advisor to navigate the intricacies of an international deal process.

Our expertise provided professional, expeditious and sensitive feedback to the interested party throughout the phases of information exchange, due diligence and contract negotiation. In parallel, we tested a few alternative potential international acquirors to confirm the valuation level of the target. Our involvement provided significant advantages, including an increase in deal certainty and the improvement of deal terms.

“The successful acquisition by Thrive represents a pivotal moment in Paradiesfrucht's history. This strategic partnership not only unlocks new pathways for growth but also allows us to bring our freeze-dried products to a broader European and international market. We are confident that the synergies between Paradiesfrucht and Thrive will lead to sustained success. Both Dr. Andreas Behr and the Oaklins team in Germany have been indispensable partners throughout the entire process. With their exceptional dedication, the team has played a vital role in navigating the complexities of this deal. We deeply appreciate their strategic guidance and substantial operational support.”

**KURT JAHNCKE**  
SHAREHOLDER,  
PARADIESFRUCHT GMBH



**PARADISE  
FRUITS**  
FREEZE DRIED | by Jahncke



## MARKET TRENDS & DEAL DRIVERS

The global market for freeze-dried food is expected to grow at a CAGR of 7.6% between 2022 and 2030. The market is witnessing significant consolidation as companies strengthen their positions to cater to the growing consumer demand for long-lasting, non-perishable food items, which now accounts for 49% of consumer choices.

The market expansion is also driven by a demand for healthy snacks, with nearly 80% of global consumers seeking snacks that support physical and mental well-being. Freeze-dried fruits are increasingly part of consumers' daily diets to maintain health and manage cardiovascular risks.

The vegetable segment held the largest market share in 2021 at 34.3%, and despite the high cost of freeze-drying, it's popular due to its superior quality retention. The fruit segment is predicted to grow the fastest, with a CAGR of 9.7% between 2022 and 2030.

Overall, the freeze-dried food market is set for robust growth, fueled by longevity and health-conscious trends, and innovative product introductions amid a landscape of strong market consolidation.

## M&A VALUATION ASPECTS

The global freeze-dried food market is projected to grow significantly through 2030, driven by strong market consolidation and rising consumer demand for long-lasting, healthy food options.

EBITDA multiples tend to be in a wider range of 7x–9x.

## TALK TO OUR ADVISORS



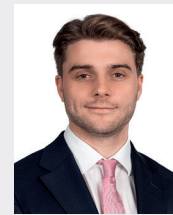
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“This strategic acquisition marks a significant milestone for both Thrive and Paradiesfrucht, showcasing Oaklins' strength in navigating complex cross-border transactions. The successful conclusion of this transaction underscores our commitment to delivering exceptional advisory services. We are honored to have played a pivotal role in this transaction, and we look forward to witnessing the continued success of Paradiesfrucht as part of Thrive's global expansion path.”

**DR. LUTZ BECKER**  
ASSOCIATED PARTNER  
OAKLINS GERMANY



## OAKLINS HAS CLOSED 435 DEALS IN FOOD & BEVERAGE

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 800 financial advisory professionals in 40 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

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