

D&B David și Baias, represented by Sorin David, Managing Partner, assisted Broadhurst investment fund in the sale of Vel Pitar to Bimbo group



D&B David și Baias, represented by Sorin David, Managing Partner, has advised the American investment fund Broadhurst in the sale of Vel Pitar, Romania's largest bakery producer, to the Mexican group Bimbo.

Sorin David provided assistance in the negotiation and signing of the transaction and in some aspects related to the closing of the sale process.

"I would like to thank Broadhurst representatives for the trust they have granted me to assist them in a very important transaction both for the American investment fund and for the Romanian market. The sale of Vel Pitar marks the entry of a strong player on the local market, but also the transition to a new stage of development of the company, after being taken over by one of the largest bakery groups in the world", said **Sorin David**.

The Vel Pitar Group has been held and developed by the American investment fund Broadhurst over the last 20 years, with ten factories nationwide, delivering bakery products to more than 7,000 stores daily.