



# Seale & Associates

FOOD INDUSTRY  
Q3 2023  
VALUATION UPDATE

# Introduction

We are pleased to share our Food Industry Multiples Valuation Update for Q3 2023.

At Seale & Associates, we are committed to providing process-driven solutions designed to optimize value and achieve our client's strategic objectives in a range of transactions, including **Mergers, Acquisitions, Divestitures and Carve-Outs, Business Sales, Recapitalizations, and Joint Ventures**, among other corporate finance and strategy consulting services.

Over the course of 25+ years, we have successfully served clients all over the world, and we are delighted to continue providing investment banking advisory services to our Food Industry clients who are looking to grow through acquisitions or optimize their portfolios through strategic divestitures.

Seale has extensive experience advising leading multinational companies, private equity firms, and family-owned businesses across a wide range of industries.



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# Bread & Bakery Products Global Comparable Public Companies

Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Third Quarter Sep. 30, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
ARYZTA AG	 CHE	\$1,701	\$1,966	\$2,247	10.8%	15.8x	7.7x	8.1x	0.9x	
Flowers Foods, Inc.	 USA	\$4,687	\$6,049	\$5,003	11.9%	10.3x	11.5x	10.2x	1.2x	
Grupo Bimbo, S.A.B. de C.V.	 MEX	\$21,236	\$28,327	\$23,437	13.8%	6.3x	7.9x	8.8x	1.2x	
Grupo Nutresa S. A.	 COL	\$5,603	\$6,727	\$4,707	11.2%	9.9x	14.5x	12.8x	1.4x	
Hostess Brands, Inc.	 USA	\$4,426	\$5,321	\$1,383	22.0%	12.3x	14.7x	17.5x	3.8x	
J&J Snack Foods Corp.	 USA	\$3,157	\$3,258	\$1,515	11.3%	32.4x	19.2x	19.0x	2.2x	
Lotus Bakeries NV	 BEL	\$6,605	\$6,841	\$1,018	18.5%	30.8x	30.7x	36.3x	6.7x	
M. Dias Branco S.A. Indústria e Comércio de Alimentos	 BRA	\$2,460	\$2,791	\$2,218	9.1%	12.5x	13.9x	13.9x	1.3x	
■ Excluded from mean and median						<b>Mean</b>	11.2x	11.7x	11.9x	1.4x
						<b>Median</b>	12.4x	14.2x	13.3x	1.3x

# Seasonings Global Comparable Public Companies











Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Third Quarter Sep. 30, 2023 EV/		
						2021	2022	EBITDA	Revenue	
Atlantic Grupa d.d.	 HRV	\$760	\$882	\$1,018	16.3%	7.5x	8.1x	5.3x	0.9x	
McCormick & Company, Incorporated	 USA	\$20,352	\$25,152	\$6,605	19.1%	21.9x	22.4x	20.0x	3.8x	
The Kraft Heinz Company	 USA	\$41,320	\$60,622	\$27,161	27.8%	8.6x	8.8x	8.0x	2.2x	
■ Excluded from mean and median						<b>Mean</b>	8.0x	8.4x	6.7x	1.5x
						<b>Median</b>	8.6x	8.8x	8.0x	2.2x

# Grains & Cereals Global Comparable Public Companies

Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Third Quarter Sep. 30, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
General Mills, Inc.		USA	\$37,196	\$49,241	\$20,281	20.8%	11.5x	13.5x	11.7x	2.4x
Gruma, S.A.B. de C.V.		MEX	\$6,340	\$8,170	\$6,493	14.0%	7.8x	5.0x	9.0x	1.3x
Kellanova		USA	\$20,373	\$27,755	\$15,873	13.3%	11.9x	12.1x	13.1x	1.7x
Post Holdings, Inc.		USA	\$5,249	\$11,235	\$6,625	15.0%	12.6x	12.1x	11.3x	1.7x
						<b>Mean</b>	11.0x	12.6x	11.3x	1.8x
						<b>Median</b>	11.7x	12.1x	11.5x	1.7x











■ Excluded from mean and median

# Dairy Global Comparable Public Companies

Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Third Quarter Sep. 30, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
Danone S.A.	 FRA	\$35,486	\$47,427	\$30,168	16.0%	9.8x	9.2x	9.8x	1.6x	
Emmi AG	 CHE	\$5,054	\$5,702	\$4,721	9.4%	13.4x	13.8x	12.8x	1.2x	
Fonterra Co-operative Group Limited	 NZL	\$2,679	\$4,052	\$14,782	10.5%	7.7x	6.3x	2.6x	0.3x	
Glanbia plc	 IRL	\$4,351	\$4,906	\$5,662	8.0%	12.7x	11.5x	10.8x	0.9x	
Leche Gloria S.A.	 PER	\$681	\$1,013	\$1,388	10.2%	6.1x	7.5x	7.2x	0.7x	
Meiji Holdings Co., Ltd.	 JPN	\$6,944	\$7,329	\$7,216	11.9%	7.3x	6.9x	8.6x	1.0x	
Saputo Inc.	 CAN	\$8,888	\$11,623	\$13,101	8.5%	13.2x	14.3x	10.4x	0.9x	
Savencia SA	 FRA	\$773	\$1,768	\$7,307	5.9%	4.4x	3.8x	4.1x	0.2x	
Unibel S.A.	 FRA	\$2,217	\$3,480	\$3,918	10.4%	8.1x	9.0x	8.5x	0.9x	
Yakult Honsha Co.,Ltd.	 JPN	\$7,592	\$6,778	\$3,329	19.3%	12.3x	13.1x	10.5x	2.0x	
						<b>Mean</b>	7.2x	7.1x	6.2x	0.9x
						<b>Median</b>	9.0x	9.1x	9.2x	0.9x











■ Excluded from mean and median

# Meat & Seafood Global Comparable Public Companies

Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Third Quarter Sep. 30, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
BRF S.A.	 BRA	\$3,425	\$7,414	\$10,854	3.9%	7.2x	7.9x	17.4x	0.7x	
Floridienne S.A.	 BEL	\$720	\$1,000	\$580	10.6%	19.4x	20.6x	16.2x	1.7x	
Hormel Foods Corporation	 USA	\$20,783	\$23,408	\$12,195	16.0%	17.4x	14.0x	12.0x	1.9x	
JBS S.A.	 BRA	\$8,017	\$27,457	\$73,659	5.7%	4.7x	3.5x	6.5x	0.4x	
L.D.C. S.A.	 FRA	\$2,147	\$1,752	\$6,188	9.4%	4.4x	3.8x	3.0x	0.3x	
Minerva S.A.	 BRA	\$951	\$2,597	\$5,794	9.2%	4.9x	5.4x	4.9x	0.4x	
Mowi ASA	 NOR	\$9,191	\$11,659	\$5,648	24.7%	16.0x	10.8x	8.4x	2.1x	
ORIOR AG	 CHE	\$521	\$674	\$699	9.9%	15.2x	12.7x	9.8x	1.0x	
Pilgrim's Pride Corporation	 USA	\$5,406	\$8,676	\$16,961	6.3%	8.0x	5.6x	8.2x	0.5x	
Tyson Foods, Inc.	 USA	\$17,952	\$26,600	\$53,270	6.5%	6.9x	4.9x	7.7x	0.5x	
						<b>Mean</b>	6.0x	5.2x	6.9x	0.5x
						<b>Median</b>	7.6x	6.8x	8.3x	0.6x

■ Excluded from mean and median

# Preserved Global Comparable Public Companies

Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Third Quarter Sep. 30, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
Campbell Soup Company		USA	\$12,240	\$17,020	\$9,357	23.0%	9.3x	9.9x	7.9x	1.8x
CJ Cheiljedang Corporation		KOR	\$3,484	\$14,392	\$22,192	9.5%	6.9x	6.5x	6.8x	0.6x
Conagra Brands, Inc.		USA	\$13,103	\$22,547	\$12,277	20.6%	10.4x	12.4x	8.9x	1.8x
Ebro Foods, S.A.		ESP	\$2,589	\$3,176	\$3,272	12.2%	8.9x	9.1x	8.0x	1.0x
Lamb Weston Holdings, Inc.		USA	\$13,481	\$16,794	\$5,890	27.0%	16.8x	17.6x	10.6x	2.9x
Nissin Foods Holdings Co.,Ltd.		JPN	\$8,431	\$8,461	\$4,596	13.5%	11.4x	12.7x	13.7x	1.8x
Nomad Foods Limited		GBR	\$2,606	\$4,663	\$3,207	16.9%	12.4x	11.2x	8.6x	1.5x
Orkla ASA		NOR	\$7,482	\$9,812	\$6,201	16.7%	11.2x	10.2x	9.5x	1.6x
The J. M. Smucker Company		USA	\$12,554	\$16,349	\$8,461	21.6%	9.6x	11.4x	9.0x	1.9x
TreeHouse Foods, Inc.		USA	\$2,457	\$4,207	\$3,634	11.3%	8.4x	10.6x	10.2x	1.2x
						<b>Mean</b>	9.8x	9.8x	8.4x	1.5x
						<b>Median</b>	10.0x	10.9x	8.9x	1.7x

■ Excluded from mean and median



# LatAm Consumer Foods Comparable Public Companies

Company	Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Third Quarter Sep. 30, 2023		
						2021	2022	EV/EBITDA	EV/Revenue	
Alicorp S.A.A.		PER	\$1,257	\$2,641	\$3,778	9.5%	7.1x	6.5x	7.4x	0.7x
BRF S.A.		BRA	\$3,425	\$7,414	\$10,854	3.9%	7.2x	7.9x	17.4x	0.7x
Grupo Bimbo, S.A.B. de C.V.		MEX	\$21,236	\$28,327	\$23,437	13.8%	6.3x	7.9x	8.8x	1.2x
Camil Alimentos S.A.		BRA	\$536	\$1,198	\$2,138	5.9%	6.7x	7.2x	9.4x	0.6x
Carozzi S.A.		CHL	\$402	\$1,153	\$1,635	13.7%	6.7x	6.7x	5.1x	0.7x
Colombina S.A.		COL	\$139	\$432	\$780	11.9%	8.0x	6.5x	4.7x	0.6x
Gruma, S.A.B. de C.V.		MEX	\$6,340	\$8,170	\$6,493	14.0%	7.8x	5.0x	9.0x	1.3x
Grupo Herdez, S.A.B. de C.V.		MEX	\$788	\$1,877	\$2,028	17.4%	7.3x	6.3x	5.3x	0.9x
Grupo Nutresa S. A.		COL	\$5,603	\$6,727	\$4,707	11.2%	9.9x	14.5x	12.8x	1.4x
Molinos Rio de la Plata S.A.		ARG	\$502	\$565	\$397	2.1%	8.2x	12.2x	68.4x	1.4x
						<b>Mean</b>	7.3x	6.8x	7.8x	0.9x
						<b>Median</b>	7.3x	7.0x	8.9x	0.8x

■ Excluded from mean and median

# Food Industry – Global Transactions

Date	Target	Country	Description	Buyer	Seller	% Acquired	Size US\$M	EV/ EBITDA	EV/ Revenue
Sep-23	 Rieser RUEDELN	DEU	Manufactures pasta sauces and noodles	 BIAVEST INVESTED IN FOOD	-	80.0%	-	-	-
Sep-23	 Independen	NZL	Operates as a deep-sea fishing company	 SEALORD	-	100.0%	-	-	-
Aug-23	 MEADOW	GBR	Provides sustainable dairy, confectionery and plant-based ingredients	 FAIRFAX FINANCIAL HOLDINGS LIMITED	<b>Exponent</b>	ND	-	-	-
Aug-23	 Statt Torsk	NOR	Produces and sales farmed cod products	 Vesterålen Havbruk	-	100.0%	-	-	-
Aug-23	 sovos brands	USA	Operates as a consumer-packaged food company	 Campbell's	 Advent International GLOBAL PRIVATE EQUITY	100.0%	\$2,700.0	19.8x*	3.2x*
Aug-23	 alpha	USA	Produces and sells plant-based food	 LIVEKINDLY Collective	Multiple Sellers	100.0%	-	-	-
Jul-23	 FRESHCUT FOODS	GBR	Produces and sells cooked and raw food items	 FLYWHEEL	P E R W Y N	ND	-	-	-
Jul-23	Marie's Dressings and Dean's Dips Businesses	USA	Produces and markets dips and salad dressings	 brynwood partners	 Ventura Foods®	100.0%	-	-	-
Jul-23	 NATIONAL CHOICE BAKERY	USA	Manufactures commercial bagels for the retail and food service industries	 BIMBO Bakeries USA	-	100.0%	-	-	-
Jul-23	 ZERO CARB company	NLD	Develops low carb, high protein bakery products	 GRUPPO BIMBO	-	ND	-	-	-
Jul-23	 kevin's natural foods	USA	Provides a line of healthy entrées, sides, and sauces	 MARS	TowerBrook Capital Partners L.P.; NewRoad Capital Partners	100.0%	-	-	-

ND: Not Disclosed

\* Adjusted

## Selected Transactions Commentary



**MEADOW**

has been acquired by



**FAIRFAX**  
FINANCIAL HOLDINGS LIMITED

*“To have caught the eye of an investor like Fairfax Financial is an excellent outcome for Meadow as they are the perfect partner for our future growth. We look forward to a long-term, sustainable partnership and continuing to deliver growth and opportunities for our customers, suppliers and colleagues.”*

**Raj Tugnait, CEO of Meadow**



**Campbell's**

has acquired



**sovos brands**

*“The Sovos Brands portfolio strengthens and diversifies our Meals & Beverages division and paired with our faster-growing and differentiated Snacks division, makes Campbell one of the most dependable, growth-oriented names in food.”*

**Mark Clouse, President and CEO of Campbell Soup Company**



**FLYWHEEL**

has acquired



**FRESHCUT  
FOODS**

*“We expect the ever-growing awareness of the health, cost and environmental benefits of plant-based foods to continue driving future growth.”*

**Avital Lobel, Managing Partner of Flywheel**



**MARS**

has acquired












**kevin's**  
natural foods

*“We are excited to welcome Kevin's Natural Foods to the Mars Food & Nutrition family of businesses... The Kevin's Natural Foods team has delivered impressive growth since it was founded four years ago, and we look forward to drawing on our experience of nurturing and scaling founder-led brands to help bring their products to even more people.”*

**Shaid Shah, Global President of Mars Food & Nutrition**

# Private Equity Transactions

INDUSTRY CLASIFICATION	PERIOD	AVERAGE ENTERPRISE VALUE (IN USD)	REVENUE (IN USD)	TTM REVENUE GROWTH	ENTERPRISE VALUE / REVENUE	EBITDA MARGIN	ENTERPRISE VALUE /EBITDA	NUMBER OF TRANSACTIONS
 <b>Food Manufacturing</b> <i>NAICS 311- Food Manufacturing</i>	 <b>2018-2023</b>	 <b>\$51.9M</b>	 <b>\$50.2M</b>	 <b>17.0%</b>	 <b>1.4X</b>	 <b>17.8%</b>	 <b>7.5X</b>	 <b>65</b>
<b>Other Food Manufacturing</b> <i>NAICS 3119- Other Food Manufacturing</i>	<b>2018-2023</b>	<b>\$57.3M</b>	<b>\$53.2M</b>	<b>19.2%</b>	<b>1.4x</b>	<b>18.1%</b>	<b>7.6x</b>	<b>23</b>

## Notes:

- Data obtained via GF Data, a subscription-based information platform, offering detailed information and metrics about the transactions of Private Equity funds in the U.S.
- The data is provided under a blind confidential format. Users of the data are unable to identify the exact company and transaction corresponding to the transaction details. Given this blind approach, the data submitted is less likely to be biased or manipulated.

# GRUPO CHEN

## TARGET

Grupo Chen

## TIPO DE PROYECTO

Asesoría de Venta

## INDUSTRIES

Food & Beverage

## GEOGRAPHY

Monterrey, Mexico

### SITUATION

Seale & Associates was retained by the owner of Grupo Chen to advise on a sale of the company as part of succession planning. Grupo Chen produces, markets and distributes dairy products, including cheese, yogurt, butter, and dairy cream with a market leadership position in Northern Mexico.

### SEALE & ASSOCIATES' APPROACH

Seale managed a preferred buyer process with Sigma Alimentos, while maintaining the option to initiate a competitive auction process with other interested strategic buyers for Grupo Chen. Seale's disciplined approach allowed our client to maintain momentum and negotiating leverage throughout the process and ensure closing at a premium value and more favorable terms.

### OUTCOME

The process resulted in a successful acquisition of Grupo Chen by Sigma Alimentos, a subsidiary of ALFA (BMV:ALFA). Grupo Chen became Sigma's branded dairy products growth platform for the Mexican market.

**“Seale gave me “peace of mind”  
as they expertly guided me  
through the sale process”**

**CHEN**

has merged with

**Sigma**

a business of

**alfa**

*“When it came time to decide on a viable succession plan for my business, I knew that none of my children were interested in taking over, and the last thing I wanted was to leave them a potential mess after I was gone. Seale gave me “peace of mind” as they expertly guided me through the sale process for my life’s work and made certain I got the very best price and terms.”*

**Reynaldo Villarreal**  
Director General y Propietario, Grupo Chen

# Sign up for M&A Insights

One of our core capabilities is to deliver sector-specific intelligence designed specifically for industry leaders, private equity firms, and their advisors. Our industry reports and featured articles deliver real-time access to key industry data, including:



Emerging industry trends

Quarterly reports covering 30+ industries

Monthly reports for the U.S., Mexico, and Colombia

Analysis of transactions and market trends

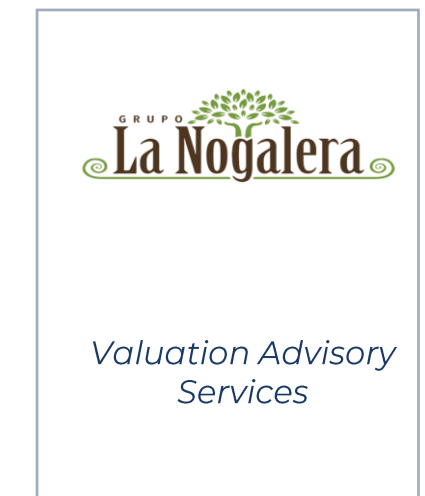
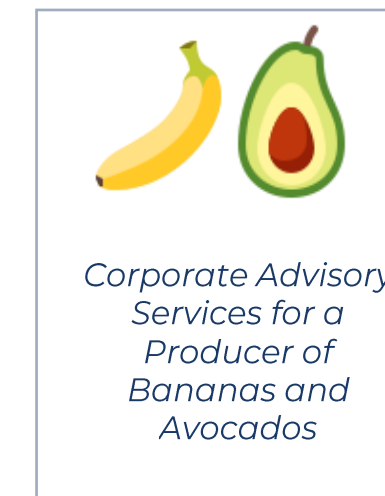
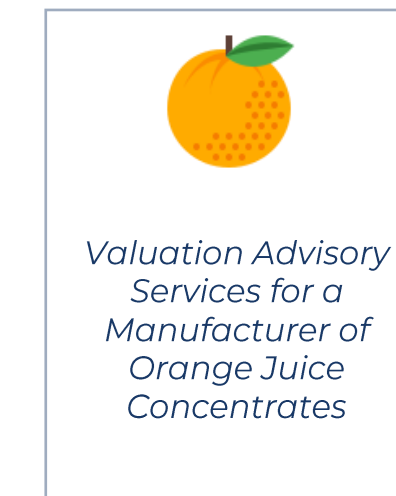
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S U S C R I B E

# Sector Relevant Experience

- **Extensive M&A transaction experience, including**
- Provided acquisition advisory services to GBM, a leading Mexican market leader in supplying inputs to fruit and vegetable growers, on its sale to Arysta LifeScience, a global provider of crop protection and life science products
- Provided divestiture advisory services to a co-packer and private Label Manufacturer of Frozen Goods
- Provided acquisition advisory services to Grupo Chen, a producer of dairy products on its merger with Sigma Alimentos, a leading Mexican company in refrigerated foods a subsidiary of ALFA
- Provided advisory services to Unifoods, a leading Mexican food and beverage consumer products company
- Represented the shareholders of Caffenio, a leading Latin American coffee roaster and distributor, on the merger of their business with OXXO, the retail chain and distribution business of FEMSA
- Represented Arca Continental on the acquisition of three salty snack brands in the U.S. (Wise Snacks, Deep River Snacks, and Carolina Country Snacks)
- Provided corporate finance and valuation services to a leading Mexican manufacturer of orange juice concentrates
- Provided corporate advisory services for a leading Mexican producer of bananas and avocados



# Relevant Experience

 <p><b>INMAGUSA</b> Grupo Galaz, S.A de C.V.</p> <p>has been acquired by</p> 	 <p>has sold</p>  <p>to</p> 	 <p>has sold its <b>Sanitaryware business units</b></p> <p>ST. THOMAS CREATIONS <small>SAFARI ROOMS THAT WORK BEAUTIFULLY</small></p> <p>and</p>  <p>to</p> 	 <p>has sold</p>  <p>to</p> 	 <p>has sold</p>  <p>to</p> 	 <p>has been acquired by</p> 	  <p>acquired</p> <p><b>The Zinc Recycling Business</b></p> <p>of</p> 
 <p>acquired</p>  <p>Automotive dealerships from</p> 	 <p>has sold</p>  <p>to</p> 	 <p>has sold</p> <p><b>Kidde de Mexico, S.A. de C.V.</b></p> <p>Fire Safety Solutions Business</p> <p>to an affiliate of</p> 	 <p>has sold its concrete pumping business</p> <p>to</p> 	<p>CORPORACION</p>  <p>has sold</p>  <p>to</p> 	 <p>has been acquired by</p> 	 <p>has been acquired by</p> 
 <p>We DELIVER HEALTH</p> <p>has been acquired by</p> 	<p>intelectiva®</p> <p>has acquired</p>  <p>KFC Costa Rica from</p> 	 <p>Multiple acquisitions</p>    	 <p>has partnered with</p>  <p>a subsidiary of</p> 	 <p>has been acquired by</p> 	 <p>has merged its Beverage Division with</p> 	 <p>has merged its Beverage Division with</p> 



# Advisor to Leading Companies Worldwide



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Please contact us if you would like further information about M&A trends and/or specific transaction multiples for your industry

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**Creative Solutions. Trusted Advice.**

For over 25 years, Seale & Associates has served leading public and private companies from around the world and operating in a broad range of industries with a high level of quality, integrity and independence while presenting innovative ideas and trusted solutions to address their most complex dealings.

**25**

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**\$50B+**

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**Trusted Advisor to Leading Companies Worldwide**

We have worked repeatedly with many of the most well-known companies in the world...

...as well as with reputable funds, family-offices and privately held companies.



# Seale & Associates

Creative Solutions. Trusted Advice.