



December 01, 2010 10:00 AM Eastern Time

## Alothon Group Leads Acquisition of Casadoce Industria e Comercio S.A.

-- Establishes Platform for Growth in the Expanding Brazilian Food & Beverage Category --

SÃO PAULO & NEW YORK--(BUSINESS WIRE)--Alothon Group LLC, a leading private equity firm that invests in growth companies in Latin America, announced today that it and Partners Group have completed the acquisition of Casadoce Industria e Comercio S.A. from Grupo Cerradinho through its Fund II investment fund. Based in São Paulo state, Casadoce is a leading Brazilian producer of powdered drinks, isotonic and powdered desserts, with 200 employees, a national footprint and approximately R\$100 million in annual revenue. Terms of the acquisition were not disclosed.

"The acquisition of Casadoce furthers our strategy to make select investments in the rapidly growing consumer products sector in Brazil," stated Ettore V. Biagioni, Managing Partner of Alothon. "With strong brand recognition and a top three ranking in the powdered drinks market throughout Brazil, Casadoce is well positioned for continued growth domestically and abroad by expanding its existing product lines and developing new product lines to be sold through its established distribution network."

Mr. Biagioni continued, "Casadoce will continue to be led by the current management team, which has successfully grown the business over the past several years. To help the Company achieve its ambitious near- and long-term growth objectives, Alothon will provide Casadoce's management team with the necessary strategic and operating support while helping to advance the Company's corporate governance practices."

The consumption of powder beverages in Brazil is expected to exceed 5.8 billion liters in 2010, representing the third largest beverage category after carbonated drinks and bottled water. Approximately 85%, or 55 million, Brazilian families consume powder beverages. Over the past 12 months, the market for the traditional powder beverages categories grew approximately 3%, while products such as the "light" and the "sports, or isotonic" categories grew approximately 20%.

### About Alothon

Alothon Group LLC is a private equity firm dedicated to Latin American investments. Over the past 15 years, Alothon has invested in more than 30 companies in Latin America. The firm is currently focused on mid to late stage buyouts in Brazil, with the investment strategy focused on controlling positions in businesses with strong franchise value that are expected to benefit from the country's emerging middle class. Alothon works closely with the management of companies in which it invests and brings a combination of strategic, financial, operating and governance expertise. For additional information, please visit [www.alothon.com](http://www.alothon.com).

---

**"With strong brand recognition and a top three ranking in the powdered drinks market throughout Brazil, Casadoce is well positioned for continued growth domestically and abroad by expanding its existing product lines and developing new product lines to be sold through its established distribution network."**

---

## Contacts

### Media:

MBS Value Partners

Matthew Haines, +1-212-710-9686

[matt.haines@mbsvalue.com](mailto:matt.haines@mbsvalue.com)

**Permalink:** <http://www.businesswire.com/news/home/20101201006066/en/Alothon-Group-Leads-Acquisition-Casadoce-Industria-Comercio>

