

HOMBURGER ADVISES PERFETTI VAN MELLE ON MONDELEZ'S GUM BUSINESS ACQUISITION

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Perfetti Van Melle and **Mondelez International** announced that they have entered into a definitive agreement regarding the sale and purchase of Mondelez's developed-market gum business. The agreements cover the purchase of Mondelez's business in the United States, Canada and Europe, excluding France. A separate agreement governs the acquisition of the business in France.

The acquisition will include such gum brands as Trident, Dentyne, Stimorol, Hollywood, V6, Chiclets, Bubbaloo and Bubbalicious in the United States, Canada and Europe, as well as the European candy brands Cachou Lajaunie, Negro, and La Vosgienne. Manufacturing facilities in Rockford, Ill. and Skarbimierz, Poland, are also part of the deal. The transaction, of approximately \$1.35 billion, is subject to customary closing conditions, is expected to close in Q4 2023.

Perfetti Van Melle is a manufacturer and marketer of such brands as Mentos, Chupa Chups, Alpenliebe, Frisk, Smint, Fruit-tella, Golia, Brooklyn, Vivident, Happydent, Daygum, Vigorsol, Big Babol and Airheads. In 2021, the company reported sales of approximately €2.5 billion.

Homburger has acted as Swiss counsel to Perfetti Van Melle on this transaction. The team was led by **Daniel Hasler** (partner, corporate / m&a, pictured) and includes **Richard Stäuber** (competition, regulatory) as well as **Simone Schmid** (corporate / m&a).