Proskauer

Proskauer Advises Experienced Capital on Acquisition of French Neo-Bakery

May 20, 2024

PARIS, May 20, 2024 – Proskauer, a leading international law firm, announced today that it has advised Experienced Capital (ECP) on closing of a significant investment in “The French Bastards”, a premium, innovative neo-bakery concept.

Upon this investment, ECP stands as the brand's second-largest shareholder, holding nearly 30% of the capital, while the founders remain the majority shareholders. This move strengthens ECP's presence as a leading investor in the premium consumer industry and marks its initial foray into the bakery-pastry sector.

This investment is aligned with ECP's strategy of supporting premium, high-potential brands that challenge conventional consumer norms through innovation and excellence. It represents the sixth investment in ECP II, a €96 million fund targeting consumer segments across France and Europe.

The Proskauer team was led by partner Matthieu Lampel and counsel Aymeric Robine (M&A).

About Proskauer

The world’s leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Working at the intersection of private capital and the sectors in which market players invest, we advise cutting-edge clients as they navigate complex challenges and seek to capitalize on market opportunities. Proskauer offers an integrated platform that navigates clients through the full lifecycle of their business.

Proskauer's Paris office advises leading organizations on a broad range of domestic and cross-border contentious and transactional matters. Working closely with the London and U.S. offices, the team advises European clients as they expand their business operations globally, as well as clients from all parts of the world looking to invest in France. Proskauer has one of the leading transactional practices in France, advising prominent private equity sponsors, financial institutions, industrial and services groups, as well as management teams.

Related Professionals

- **Matthieu Lampel**
  Partner
- **Aymeric Robine**
  Partner