

## **Press Release**

23<sup>rd</sup> February 2021

# **Oghma Partners Advises SimplyCook Limited on Sale of the Business to Nestlé UK**

Deal is the latest in Oghma's healthy portfolio of successful cross-border, European transactions

Oghma Partners, the corporate finance house to the consumer industries, is today pleased to announce that it acted as the exclusive financial advisors to the shareholders of Direct-to-Consumer, UK-based, SimplyCook Limited ("SimplyCook") with regards to the sale of the business to Nestlé.

The deal is the latest in Oghma's healthy portfolio of successful cross-border, European transactions which have included advising Solina Group on the acquisition of UK-based Bowman Ingredients and Givaudan S.A. on the divestment of both its pectin business to Herbstreith & Fox and of its processed and grated cheese business. The deal demonstrates Oghma Partners' expertise in working both with smaller founder-owned businesses and large multinationals across Europe.

SimplyCook's founder Oli Ashness launched the business in 2014 to offer pre-portioned blends of authentic flavours combined with easy-to-follow recipes, designed to help consumers cook delicious dishes from around the world. Since its launch, the business has helped households across the UK to cook more than 20 million recipes. With more than 130 chef designed recipes, carefully crafted flavour blends with up to 18 different ingredients and nationwide reach through a recyclable, letterbox-sized box that is delivered at consumers' doorstep via the post service, SimplyCook is an accessible



proposition with mass market potential and one of the highest rated recipe kits in the UK according to independent review site, Trustpilot.

**Mark Lynch, Partner at Oghma Partners,** said: “We were thrilled to have the opportunity to work with the dynamic, high growth SimplyCook business and the team. The deal demonstrates our growing reputation for working with a range of owner operated and multinational businesses on cross border transactions.”

**Oli Ashness, CEO of SimplyCook, commented on Oghma Partners’ role in the deal,** “Oghma have been a delight to work with. They really invested the time initially to understand what the management team wanted to do from a strategic perspective and provided balanced advice to the SC board and major shareholders throughout the process. For a business founder going through this for the first time, their guidance has been invaluable”

## ENDS

Notes to Editors

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## **About Oghma Partners**

Based in London, Oghma Partners is an independent corporate finance advisory firm providing acquisition, divestment and strategy advice to UK and Continental European consumer-focused companies and investors. A ten-strong team, offering a combined track record of over 100 successfully completed deals and award-winning industry research expertise; Oghma Partners is ideally positioned to ensure its clients meet their corporate goals. The team includes members with extensive investment banking experience gained in senior roles at leading global investment banks. Oghma Partners combines the big bank tool kits with an old-fashioned focus on the client. For more information please visit us at [www.oghmapartners.com](http://www.oghmapartners.com)