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Baresso Coffee A/S acquired by JAB Holding Company

The owners of Baresso Coffee A/S have entered into an agreement for JAB Holding Co. to acquire Baresso Coffee. JAB Holding Co. is a privately held global investment company, with controlling stakes in premium coffee shop chains.

Baresso Coffee was founded by CEO Kenneth P. Luciani and a small group of investors in 2000, and is today the leading branded coffee shop chain in Denmark. From 47 shops, it serves Danes with high quality Barista handcrafted coffee. Baresso Coffee has a clear focus on continued growth and expansion of Baresso Coffee shops in Denmark. The company will continue with unchanged management.

Kenneth P. Luciani, CEO of Baresso Coffee says: *“With our strong brand, key locations and Barista-driven culture, we are proud to have attracted one of the world’s largest privately owned and long-term investors of branded speciality coffee. We look forward to growing Baresso even further with all our fantastic colleagues and serving our guests the best Barista handcrafted coffee in Denmark. We also look forward to becoming part of JAB Holding Co. alongside outstanding brands with high expertise and strengths, which will help us capitalise on growth opportunities and continue our development.”*

“Baresso Coffee is a great complement to our portfolio of leading premium coffee retailers around the globe,” said Peter Harf, of JAB Holding Co. *“Baresso is the leading branded coffee shop chain in Denmark, represented in key locations with impressive brand culture and strong management. Concurrently with the recently announced acquisition of Espresso House in Sweden, we believe that together with Baresso’s management team, we can drive the expansion of the company much further.”*

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Baresso Coffee A/S is the first and largest branded coffee shop chain in Denmark, with a total of 47 Baresso-branded shops in Denmark. Baresso Coffee was founded by CEO Kenneth P. Luciani in 2000 and has been owned by him and a small group of Danish investors since the beginning. Baresso Coffee serves high quality handcrafted speciality coffee, with passion and a smile, delivered by its 500 colleagues. All Baristas trained in Baresso’s own Barista training centres.

JAB Holding Company, is a privately held group focused on long-term investments in companies with premium brands, attractive growth and strong margin dynamics in the Consumer Goods category. The group’s portfolio includes a controlling stake in Coty Inc., a global leader in beauty, controlling stakes in luxury goods companies including Jimmy Choo, Bally and Belstaff, a controlling stake in Peet’s Coffee & Tea Inc., a premier speciality coffee and tea company, a controlling stake in Caribou Coffee Company, a speciality retailer of high-quality premium coffee products, a controlling stake in Einstein Noah Restaurant Group, Inc., a leading company in the quick-casual segment of the restaurant industry, and a controlling stake in D.E. Master Blenders 1753 B.V. (“D.E.”), an international coffee and tea company. In May 2014 D.E. announced an agreement with Mondelez International Inc. to create Jacobs Douwe Egberts, which will combine the coffee business of Mondelez with D.E. to form the second FMCG coffee company in the world controlled by JAB. JAB also owns a minority stake in Reckitt Benckiser PLC, a global leader in health, hygiene and home products. JAB is overseen by its three Senior Partners, Peter Harf, Bart Becht (Chairman) and Olivier Goudet (CEO).