



**baarsma** wine group **holding**



Press release

**Portfolio company *Baarsma Wine Group* announces the acquisition of *Rutishauser* – giving the group a dominant position in the Swiss retail & horeca wine segment**

**Oudeschoot, the Netherlands, 16 December 2008** Baarsma Wine Group Holding, one of the leading wine distribution companies in Europe, has acquired Rutishauser Weinkellerei for an undisclosed amount. Rutishauser, the leading wine distribution and bottling company is based in Scherzingen, Switzerland. Rutishauser's management team will also participate in this acquisition indicating their strong support of Baarsma's ambitious plans for the Swiss market.

Rutishauser Weinkellerei is a leading wine merchant, with over 120 years of operation in Switzerland, and activities in the retail, 'horeca' (Hotel, Restaurant and caterer) and direct to consumer segments. Combined with its bottling activities, Rutishauser has a turnover of roughly 34 million CHF (€22 million).

With this acquisition, Baarsma Wine Group takes its first big step in Switzerland and has the intention to grow organically and by acquisitions in this market, with Rutishauser as its Swiss platform. The acquisition is a logical next step within the Buy and Build strategy of Baarsma Wine Group to become the market leader in north western Europe and is strongly supported by AAC Capital Partners.

**Marc Staal** (Managing Partner, AAC Capital) said "We are delighted to support Baarsma's continuing programme of acquisitions and expansion. We have great faith in Baarsma's management to both grow the company organically and find the right acquisitions to complement the business."

**Cees de Rade** (C.O.O. Baarsma Wine Group) said, "We are very pleased with this acquisition. We regard Rutishauser as a very stable and well managed company and we are proud to continue the 122 years of family heritage, together with the Management team. Furthermore this company offers a very strong position in the several segments of the Swiss market and many synergy possibilities within the Baarsma Wine Group."

**Reto Grubenmann** (Chief Executive Rutishauser) said,  
“We wish Rutishauser to lead the developments in the Swiss wine business. Therefore, we are very proud on this alignment with such a leading and innovative wine distribution company as Baarsma Wine Group. This will enable the company to realise its ambitious growth plans, with preservation of our heritage.”

*Ends*

#### **About AAC Capital Partners**

AAC Capital Partners (formerly ABN AMRO Capital) is one of Europe's leading private equity firms, with teams operating in three countries in Northern Europe (the Netherlands, UK, and Sweden). Total funds under management by AAC Capital Partners as of today are €1.65 billion. AAC Capital Partners' main focus is to back management buyouts and management buy-ins of profitable, cash-generative Northern European companies, usually with a value between €50 – 500 million in the industrial, services and consumer sectors.

AAC has completed three buyouts so far this year: the acquisition of James Dewhurst in April; BabySam in February; and Empower in January. In 2007, AAC Capital Partners executed seven buyouts (Ocean Media, Dunlop Aircraft Tyres, OyezStraker, T.G.I. Friday's, Baarsma Wine Group, Sdu, Vetus). AAC has completed 25 add-on investments so far this year, demonstrating its commitment to grow and develop its portfolio companies.

AAC Capital Partners has recently completed successful exits from Drie Mollen, FABORY, Park Resorts and Iittala.

#### **About Baarsma Wine Group Holding**

Baarsma Wine Group Holding (BWGH) is a worldwide operating wine distribution company with a fast growing distribution network in all segments of the wine market. BWGH was founded about 30 years ago in the Netherlands and has developed into one of the most important players of the European wine market. With an annual turnover of more than 260 million Euro and 300 employees, it is a fast growing and dynamic company. With a refreshing philosophy and an innovative approach, BWGH has the ambition to make the difference in the competitive world of wines.

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