



Pinheiro Neto advises Sara Lee in coffee deal

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Pinheiro Neto Advogados has represented US food and drinks manufacturer Sara Lee in an agreement to buy Brazilian coffee company Café Damasco, a move that looks set to significantly improve the company's foothold in the country.

In the deal, which closed on Tuesday, Sara Lee paid almost US\$60 million for the brand, which it will add to a portfolio that already includes Brazilian coffee brands Pilao and Caboclo in São Paulo and Rio de Janeiro, as well as Cafe do Ponto, Moka, and Seletto in the south of the country.

The agreement is currently filed with Brazilian authorities where it is subject for review and approval.

Café Damasco is one of the leading coffee brands in the southern state of Parana and had total net sales of close to US\$60 million last year.

The agreement comes after a series of high-profile sales by Sara Lee as it sought to focus upon its more profitable coffee and meat businesses. In recent weeks this included the sale of its North American bread-making arm to Mexico's Grupo Bimbo for US\$959 million.

Counsel for Sara Lee

- In-house counsel - legal manager Maurício Camargo and vice president legal affairs (coffee & tea) Jacq-Anne van Olphen
- **Pinheiro Neto Advogados**
Partner Fernando Alves Meira and associates Gustavo Crêdo and Vinicius Pecora

Counsel for Damasco

- **Peregrino Neto & Beltrami Advogados**
Partner Paulo Cesar Busnardo Junior