



La Croissanterie

La Croissanterie is a fast food chain of 292 restaurants located in mainland France, the French overseas territories and Africa. Created 40 years ago, the group, which realises nearly EUR 115 million, has seen rapid development in recent years, particularly in busy travel areas (motorway services, railway stations, airports, etc.) by entering into master franchise agreements with oil companies or concession operators.

When ambition meets ambition

La Croissanterie is a mass appeal, affordable brand, offering a comprehensive range of products for all times of the day, and operating a number of different retail formats, which are all strong points in favor of the development of the brand. In addition, the Group, led by a solid management, is recognized as an exemplary flexible partner in terms of anticipating needs and executing them. These factors enable the Group to generate one of the best profitability in the sector.

**Together,
we build
a leading
company**

La Croissanterie has the ambition to continue to open some 20 restaurants a year, particularly in new highly frequented areas in France such as hospitals, or abroad, by strengthening its position in Africa through its partnership with Total. Gimv's expertise in food, acquired through numerous past investments in this sector, could be an asset to support La Croissanterie in its projects.

Summary

Activity	A leading French-style fast food chain in France and Africa
Location	France
Entry	2017
Platform	Connected Consumer
Staff	600
Website	www.lacroissanterie.fr

