

Seda Solubles SL in Hot Drinks (Spain)

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Abstracts

In mid-2011, SEDA Solubles entered an agreement with the private equity fund Magnum, through which Magnum took 50% of the capital of Seda Coffee, in which all assets dedicated to instant coffee and its derivatives were grouped. Unfortunately, SEDA Solubles filed for bankruptcy in November 2012 and it was another multinational company, Olam, which acquired it for €38 million. Olam was SEDA Solubles' regular supplier of green coffee as well as an instant powder cocoa producer.

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