

Dentons Jiménez de Aréchaga counsels Mondelēz in its acquisition of Cadbury

August 21, 2020

Mondelēz (the world's leading snack corporation) acquired renowned food brand Cadbury worldwide. Our firm was in charge of implementing the merger in Uruguay. In August 2020, the National Internal Audit Agency officially granted the final approval to local transaction, and thus concluding the deal.

By merging, Mondelēz and Cadbury exponentially improved their businesses, as they operate in complementary sub-markets within the food and beverages industry, and thus will provide major opportunities to accelerate growth in the near future.

In charge of the operation representing our firm were Partner Virginia Brause, of Counsel María Noel Saldías and Associate Jimena González.

Virginia Brause, lead counsel for Mondelēz, said that “although this was an exceedingly complex matter, the fact that we handled it successfully not only fills us with pride but adds to our firm's longstanding reputation as a valuable and trustworthy ally for our clients in any matter they need our assistance in.”

Mrs Brause added that “the result was indeed very successful, taking full advantage of all the tax benefits we had aimed for. Thus, we are very pleased with the outcome of the long hours we put into the matter, and rejoice at once again meeting the demands set by our clients. Throughout 75 years in the Uruguayan legal market, we have worked along these lines, and we are always proud to achieve our goals. As a result of our combination with Dentons, the world's largest law firm, we trust to further enhance our services to better serve our clients.”

Joaquín Petroni, Legal Manager at Mondelēz International, commenting on the transaction, highlighted “we are indeed very satisfied and grateful with the great level of advice and follow-up to conclude the merger; it was a long road but due to great teamwork, outstanding results were achieved. In the Corporate / M&A Practice as well, the expertise of Dentons Jiménez de Aréchaga is pre-eminent. The quality of the legal services is excellent and very accurate.”

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