

COCA-COLA INSTRUCTS TOZZINIFREIRE AND BERKEMEYER ON \$575 MILLION ACQUISITION OF BEVERAGE BRAND

Posted on 4 June 2016



Category: [News](#)



TozziniFreire and Berkemeyer advised Coca-Cola and its bottling company Coca-Cola FEMSA on their acquisition of AdeS, the soy-based beverage brand, from Unilever.

Argentina-based AdeS was founded in 1988 and is a soy-based beverage brand with a presence in Brazil, Mexico, Argentina, Uruguay, Paraguay, Bolivia, Chile, and Colombia. It reaches 46.3% of the market share in soy-based beverages in Latin America.

Partner Maria Elisa Gualandi Verri led the TozziniFreire team advising Coca-Cola and Coca-Cola FEMSA on the Brazilian aspects of the \$575 million deal.

Partner Hugo Berkemeyer at Berkemeyer Attorneys & Counsellors led the team which acted for Coca-Cola and Coca-Cola FEMSA on the Paraguayan leg of the deal.