

GC COUNSELS BALANDRA CAPITAL IN PARTNERSHIP WITH BIRDMAN

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Gonzalez Calvillo has counselled Balandra Capital on its partnership with the plant-based supplement brand, Birdman, through which it becomes its lead investor.

Through this transaction, Balandra Capital will strengthen its strategic and financial vision by implementing environmental, social and corporate governance (ESG) practices. In addition, Birdman will continue its expansion plan, which includes boosting the production and marketing of its products in Mexico and the United States. This partnership will simultaneously support the development of new products, such as plant-based milk alternatives, ensuring high nutritional values in all of its brands.

Balandra Capital specialises in alternative investments, private equity and investment banking. Its investment portfolio includes Exalta Hero, which represents Lululemon Athletica in Mexico.

Gonzalez Calvillo's team consisted of partner **José Víctor Torres** (pictured), associates **Rosa Elena Coto** and **José Alfonso F.**, along with intern **Pamela Suárez**.