

PINHEIRO NETO AND KLA IN EATALY BRASIL NEW DEAL

Posted on 17 August 2022



Category: [Deal & transactions](#)

Tags: [cn1](#), [Eataly Brasil](#), [KLA](#), [Paola Carrara](#), [Pinheiro Neto](#), [SouthRock](#), [Stocche Forbes](#)



KLA Advogados advised Eataly Brasil Comércio e Distribuição de Alimentos which had the entire equity stake held by Eataly USA, LLC and Hortus Comércio de Alimentos, acquired by a company wholly owned by the SouthRock group and advised by **Pinheiro Neto**. At closing, buyer will have rights to use Eataly's trademarks in Brazil.

The transaction resulted in the increase of Eataly brand in the market seeking to deepen the company's international strategic growth.

KLA Advogados relied on partners **Luiz Filipe Aranha, Taisa Oliveira and Tiago Cortez** and associates Eliane Bordin, Marcelo Laplane, Rafaella Coelho and Renata Foizer.

Pinheiro Neto's team involved partners **Tiago A. D. Themudo Lessa and Thiago José da Silva**, as well as associates Tatiana Dratovsky Sister, Filipe Coube Ferraz and Matheus de Abreu Peres and assistants Tatiana Dutra Bacchin and Analy Leal Moura.

Stocche Forbes Advogados also participated at this deal and advised Hortus and relied on partners **Guilherme Forbes e Paola Carrara** and associates Paulo Pinese e Vinicius Cavarzani.