



Private Equity Firm Acquires Majority Interest in Restaurant Company

Results

11.12.2019

Burr & Forman represented Los Angeles-based private equity firm Brentwood Associates in securing a majority interest in the rapidly expanding Chicken Salad Chick franchise. Brentwood Associates acquired the rights from Atlanta-based Eagle Merchant Partners.

Founded in 2008 in Auburn, AL, Chicken Salad Chick has 137 locations in 16 states, most of them in the Southeast. While under the ownership of Eagle Merchant Partners, the franchise saw a seven-fold increase in system sales, with more than 100 new restaurants added.

“We are very excited to partner with Brentwood on the next chapter for Chicken Salad Chick,” Chicken Salad Chick CEO Scott Deviney said in a statement. “Brentwood’s long track record of working with leading restaurant companies coupled with their understanding of our business objectives and strategy make them the perfect partner for us to continue executing on our robust growth and expansion plan.”

The Burr & Forman team that represented Brentwood Associates included partners Ed Christian, April Mason and India Vincent, along with associates Sam Grimes, Sims Rhyne, J.P. Sauer, and Brooke Watson.

Burr has represented Brentwood in multiple acquisitions and divestitures over the last 15 years, with investments in the fitness, food and beverage, and retail industries.

RELATED PROFESSIONALS

Edward R. Christian

April McKenzie Mason

J. Sims Rhyne III

J.P. Sauer

India E. Vincent, CIPP/US, CIPM

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Burr & Forman's Corporate Practice Group regularly handles acquisitions involving multi-unit franchise operators. The team advises clients in all aspects of the transaction including negotiation of the acquisition documents, due diligence issues related to operating a franchised business, real estate matters, intellectual property, and brand negotiations.