

Baideko advises Torre Oria on the acquisition of Berberana



Baideko, a firm specializing in M&A and Corporate Finance, has acted as the exclusive financial advisor to Torre Oria in its acquisition of Bodegas Berberana, one of Spain's most iconic wine brands, with nearly 150 years of heritage.

The transaction encompasses the incorporation of the brand and the key assets of the winery located in Fuenmayor (La Rioja). Berberana enjoys a solid international footprint, with more than 60% of its production distributed across over 30 countries, positioning it as a strategic driver to accelerate Torre Oria's global expansion.

Through this acquisition, Torre Oria strengthens its strategic positioning by broadening its portfolio with a historic brand and consolidating its scale both domestically and internationally. The integration of Berberana is expected to generate significant commercial and operational synergies, while preserving the authenticity and winemaking tradition of the Rioja winery.

Baideko has supported Torre Oria throughout the entire process, providing comprehensive financial advisory services to ensure the successful execution of the transaction. This acquisition will not only create value for the buyer but also mark the beginning of a new growth phase for both wineries.

With this transaction, Baideko further consolidates its presence in M&A advisory within the agri-food and consumer sectors, with a particular focus on the Spanish lower middle market.

