

Haynes Boone Advises Toast Spirits in Joint Venture for Beau Joie Champagne

April 5, 2022 Cameron Scales, Gavin George, Annie Allison

PRACTICES Intellectual Property, Tax, Capital Markets and Securities, Corporate Governance, Mergers and Acquisitions, Private Equity

A Haynes Boone deal team led by Partner [Megan Gess](#) advised Toast Spirits LLC in a joint venture partnership with Deutsch Family Wine & Spirits.

The joint venture was announced April 4, 2022. According to the terms of the deal, Deutsch Family will acquire a minority ownership stake in Beau Joie Champagne as well as exclusive sales and marketing rights for the United States, Canada and the Caribbean.

Beau Joie (French for "Beautiful Joy") is a top 16 Champagne in the United States, with distribution in 45 states, the parties said in a statement. Toast Spirits LLC is an entrepreneurial beverage company that creates compelling, high-end luxury brands enjoyed by discerning consumers around the world.

Megan advises companies on sophisticated M&A, corporate governance, private equity, securities and commercial transactions across a broad range of industries, including food and beverage.

Haynes Boone Corporate Associate [Cameron Scales](#) played a significant role in the transaction. The deal team included: Partners [Michael Threet](#) (Tax) and [Gavin George](#) (Intellectual Property) and Associate [Annie Allison](#) (Intellectual Property).

Zeponi & Company served as the financial advisor to Toast Spirits.

Haynes Boone's [M&A Practice Group](#) has comprehensive experience handling middle-market deals, having helped clients close more than 500 transactions in the last five years, with an aggregate value exceeding \$40 billion. The firm routinely represents private equity firms, closely held corporations, founders, large financial institutions and Fortune 500 public companies. Haynes Boone has extensive experience advising food, beverage and restaurant clients to help them achieve their strategic business goals and grow their brands and companies.

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