



Press Release

BEITEN BURKHARDT advises Eat-the-World GmbH on Sale of All Shares in Gruner + Jahr

Dusseldorf, 23 August 2017 – The international law firm BEITEN BURKHARDT provided legal advice to Elke Freimuth and Katrin Buck, the shareholders of eat-the-world GmbH, on the sale of all shares in Gruner + Jahr, one of Europe's biggest publishing houses. The transaction was notarised and consummated on 7 August of this year. The parties have agreed not to disclose the transaction volume.

Eat-the-world was founded by Elke Freimuth in 2008 in Berlin with the idea "to show visitors and locals the way to tasty food and cultural insights far beyond beaten tourist tracks". The underlying concept is to get to know the food, the region and the people through joining a guided city tour behind the scenes of currently 35 selected major cities. The culinary guided tours comprise a lot of small representative samples to get across as many impressions of the region as possible. This business concept is unique and caused the online Internet travel portal association Verband Internet Reisevertrieb (VIR) to award the company its innovation competition "Launch Pad" in 2009. In 2010, in the framework of the business concept competition "Kreuzberg in action" eat-the-world GmbH was honoured in the category "Entrepreneurs".

The team of BEITEN BURKHARDT Dusseldorf headed by Partner Prof. Dr Hans-Josef Vogel and the M&A advisory company Livingstone Partners have jointly accompanied the transaction. The new assignment by eat-the-world illustrates the successful industry focus of BEITEN BURKHARDT and is an excellent example for the cooperation across practice groups in the industry.

Advisor to eat-the-world GmbH:

BEITEN BURKHARDT: Partners Prof. Dr Hans-Josef Vogel (in charge), Dr Martin Rappert (Corporate / M&A), Christian Schenk (Tax), Peter Weck (Labour & Employment) and Associate Dr Julia Thöle (Corporate / M&A).

Livingstone Partners: Jochen Hense and Philip Dorsemagen.



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Advisor to Gruner + Jahr GmbH:

Greenberg Traurig: Dr Peter Schorling and David Schwintowski.

Contact

Prof. Dr Hans-Josef Vogel
Phone: +49 211 51 89 89 – 0
E-mail: Hans-Josef.Vogel@bblaw.com

Public Relations:

Frauke Reuther
Phone: +49 69 75 60 95 – 570
E-mail: Frauke.Reuther@bblaw.com

Information on BEITEN BURKHARDT

- BEITEN BURKHARDT is an independent international commercial law firm with a focused range of services and some 280 lawyers working in eight locations.
- Through our long-established offices in Germany, Brussels, China and Russia we advise large and mid-sized companies and corporate groups from various industries, banks and financial institutions as well as the public sector.