

Alsea acquires Burger King franchise in Mexico

Friday, 26 April 2013 (7 hours ago) by Joe Rowley

Mexico's **Von Wobeser y Sierra SC** and the Miami office of **Greenberg Traurig LLP** have helped US burger chain Burger King close a master franchise agreement with fast food restaurant operator Alsea.

Alsea, which manages franchises including Starbucks, Domino's Pizza and The Cheesecake Factory, will now add Burger King's 204 restaurants in Mexico to its portfolio and is understood to have relied on in-house counsel. The deal closed on 1 April for an undisclosed amount.

The deal saw the master franchise of the Burger King brand merged into Alsea's Mexican subsidiary, Operadora de Franquicias Alsea (OFA), with both parties concluding the tie-up in accordance with conditions laid down by Mexico's antitrust commission. Alsea also acquired 28.1 per cent of outstanding shares in OFA previously held by Burger King, boosting its share to 80 per cent with Burger King holding the remainder.

Burger King's latest agreement comes four months after the US fast food chain **signed** a similar agreement with Beboca, giving the long-standing Burger King franchisee the rights to 178 existing Burger King restaurants in Central America and overseeing the fast food chain's expansion in the region. Greenberg advised Burger King on that deal, with the company also turning to Foley & Lardner LLP, the Costa Rica and El Salvador offices of Consortium Centro América Abogados, Panama's **Alemán, Cordero, Galindo & Lee**, Cayman firm Stuarts Walker Hersant, Costa Rica's **Pacheco Coto**, Panama's **Morgan & Morgan**, Barbados' Chancery Chambers, and Spain's Garrigues Abogados.

Counsel to Operadora de Franquicias Alsea

In-house counsel - Armin Cañas and Fernando Macedo

Counsel to Burger King

In-house counsel - Lisa Giles Klein, Antonio Moralejo and Heilen Bell

Von Wobeser y Sierra SC

Partner Javier Lizardi in Mexico City

Greenberg Traurig LLP

Shareholder Enrique Conde and associate Miguel Yturbe in Miami

Comments

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