

Date: 16/03/10

## Catalyst expert chosen to judge major Food & Drink trade awards

Leading industry title **The Grocer** magazine has asked Catalyst's head of Food & Drink, **Simon Peacock**, to join the judging panel for one of the most celebrated awards ceremonies in the grocery industry, the Grocer Gold Awards 2010. Simon is also the head of the Food & Drink sector team at Mergers Alliance, a group of independent corporate finance specialists who provide quality advice to those organisations who require an international reach for their M&A strategy.

To be presented in June 2010, the Awards use a select panel of judges drawn from across the industry to decide a number of important and highly coveted categories, and Peacock is delighted to be asked to join the panel.

"I am really proud to have been asked to join such an elite panel of judges for this process", said Peacock, whose strong industry knowledge is drawn from his dealmaking with Catalyst (deals including the sale of Red Mill Snacks and Salads to Go) and over eight years in M&A at United Biscuits prior to that. "I can't wait to get my judging pack and start forming my opinions on who should win, although based on the evidence from my own work meeting businesses in the sector this year competition is going to be tough!"

Judging takes place in mid April 2010, with the Awards to be held on Wednesday 21st June in London at the Guild Hall.

---

local knowledge...

...global reach



**For further information, please contact:**

**Stas Michael**  
**Mergers Alliance - Business Manager**  
**020 7559 6651**  
[stasmichael@mergers-alliance.com](mailto:stasmichael@mergers-alliance.com)

## **Mergers Alliance**

Mergers Alliance is an international network of independent firms offering high quality advice on mid market transactions. By bringing together an international team of dedicated corporate finance specialists with real experience of completing transactions together, Mergers Alliance provides a local contact point with an international reach. Cross border transactions represent an increasing proportion of M&A activity and Mergers Alliance is well placed to offer advice on delivering the full benefits of an acquisition, through to detailed integration planning.

The network has offices in the following cities:

|                  |               |           |
|------------------|---------------|-----------|
| Amsterdam        | Istanbul      | Stockholm |
| Bangalore        | Johannesburg  | Surat     |
| Barcelona        | Kolkata       | Tokyo     |
| Bilbao           | London        | Toronto   |
| Beijing          | Madrid        | Warsaw    |
| Birmingham       | Melbourne     |           |
| Bogotá           | Mexico City   |           |
| Bologna          | Milan         |           |
| Chennai          | New York      |           |
| Chicago          | Nottingham    |           |
| Frankfurt        | Paris         |           |
| 's-Hertogenbosch | San Sebastian |           |
| Hong Kong        | Singapore     |           |

---

local knowledge...

...global reach

