

Client Example

Postmark

- Founded in 2014, Steve Thorp and Mike Macquisten along with a Partner group proficient in food and beverage, branding, operations and culture embarked on developing what grew to be the leading West Coast Lifestyle Craft Brewery.
- The group decided to hone in on a Session Style, well balanced beer. The niche was a huge success and paired well with a strategic partner approach to growth; Postmark grew volume at a compound annual growth rate of 59% from 2014-2017.
- At the time of the transaction, Postmark could be found in markets across Western Canada, Maritime Canada and Asia while developing high-value partnerships with Canada Sevens Rugby and Lululemon SeaWheeze. Postmark also developed one of the strongest online identities among craft breweries in Canada reaching ~ 35,000 engaged followers across four platforms including: Instagram, Facebook, Twitter and Soundcloud.

“The Renaissance Team was professional, capable, and instrumental in the success of our transaction. We now have a great relationship with our new partner and we are more excited than ever to watch Postmark flourish as we continue to provide our supporters the highest quality session style beer on the market!”

—Steve Thorp, Co-Founder

Process & Challenges

- Renaissance created a thorough and focused list of potential purchasers that aligned with the ethos, direction and opportunity Postmark was facing. The list included strategic multinationals, expert craft breweries and targeted private equity.
- The process yielded a variety of offers all centered on harnessing the demand for the Postmark product portfolio.
- From signing the LOI to completing the transaction was 39 days.

Challenges

- Requirement of the Purchaser to have significant excess production capacity to meet the future needs of the Postmark product portfolio.
- Transaction structure to capture future value based on Postmark’s growth rate.
- Goodwill value.



Outcome

- Purchaser is Craft Collective Beerworks – Canada’s only collaborative craft brewery.
- 100% sale of the Assets associated with Postmark Brewing.

Deal Team

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Contact us to set up a confidential meeting to discuss your business.