

June 8, 2020

Vitale&Co advises P101 on the sale of its stake in wines and spirits e-commerce platform Tannico

Vitale&Co (IMAP Italy) is pleased to announce that beverage company Campari Group has acquired a 49% stake in Tannico, the leading e-commerce platform for wines and premium spirits in Italy. With this investment, Campari will boost its online sales channel to adapt to the already changing patterns in consumer purchasing behavior that have been reinforced during the coronavirus crisis. Campari suffered a 5.3% decline in organic sales in Q1.

Founded in 2013, Tannico is a market leader in online sales of wines and premium spirits in Italy, with a market share of over 30%. Its offering includes 14,000 wines from over 2,500 domestic and international wineries. In 2019 the platform received about 7 million unique visitors and generated total sales of €20.6 million. In recent years, the company has expanded its presence to more than 20 markets, including France, Germany, the UK and the USA.

Gruppo Campari, founded in 1860, is a leading player in the global branded beverage industry, with a portfolio that includes over 50 premium brands. It is the 6th largest player worldwide in the premium spirits industry, and its products are marketed and distributed in 190+ countries.

Vitale&Co acted as advisor to venture capital fund P101 on the sale of their stake in Tannico.



Alberto Gennarini
Managing Partner
IMAP Italy
alberto.gennarini@imap.com



Valentina Salari
Managing Director
IMAP Italy
valentina.salari@imap.com

For more information on IMAP transactions visit www.imap.com



IMAP is an International Mergers and Acquisitions Partnership, with 450 M&A professionals and a presence in 43 countries. IMAP has closed over 2,100 transactions valued at \$90 billion in the last 10 years and is consistently ranked among the world's top ten M&A advisors for mid-market transactions (Refinitiv). IMAP advises primarily mid-sized companies and their shareholders on sales and acquisitions globally, providing clients with entrepreneurial, unbiased advice and successfully helping them achieve their objectives.