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Beer Holdings nabs The Hamper Emporium and Gifts Australia

Two hamper businesses will expand the stable of brands centred around celebrity cook Maggie Beer.



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The deal fits into Maggie Beer Holdings' e-commerce and digital transformation strategy.
Picture: Stewart McLean

Maggie Beer Holdings, the ASX listed foods business that owns a stable of brands around the TV celebrity cook Maggie Beer, has agreed to acquire The Hamper Emporium and Gifts Australia businesses for \$40m.

It has also unveiled a \$30m capital raising Tuesday morning to help fund its push into gourmet hampers.

Maggie Beer Holdings said it will acquire 100 per cent of The Hamper Emporium and Gifts

Australia businesses, through the acquisition of Hampers & Gifts Australia Pty Ltd.

The company said it was grabbing control of leading e-commerce gourmet hamper and gift businesses with strong underlying financial attributes.

The hamper businesses are forecasting 2021 revenue of approximately \$36.4m and EBITDA of approximately \$9.07m.

It said the acquisition fits strategically into Maggie Beer Holdings' e-commerce and digital transformation strategy.

The new push into hampers and gift giving comes as the COVID-19 pandemic and subsequent lockdowns have seen Australians take up the chopping knife and rolling pin to cook more and specifically using more products branded by one of Australia's most famous celebrity cooks, Maggie Beer.

Maggie Beer Holdings reported in January that her branded collections of pastes, pate, cheese and cooking stocks had become more popular and, increasingly, buyers were shopping online, making Maggie Beer, who became famous for her duck pate and quince paste from her Pheasant Farm in the Barossa Valley, South Australia, [an internet sensation](#).

Online orders were particularly popular with the Maggie Beer site recording a 167 per cent increase in online sales for the first half of fiscal 2021. Cheese and cooking stocks were the best performing categories with increases in net sales of 76 per cent and 44 per cent respectively.

Maggie Beer Holdings chief executive Chantale Millard said of the hampers deal: "it is a key strategy of the Maggie Beer Holdings Group to grow its e-commerce and direct to consumer business. This exciting opportunity will allow us to do this whilst partnering with a fantastic e-commerce hamper

and gifting business, which has an amazing team and is very profitable and cash generating. It will help us transform the Maggie Beer Holdings Group and move it to its next level of growth.”

The deal will be Immediately EPS accretive with synergies and growth initiatives expected to deliver strong EBITDA growth in 2022.

The acquisition price is \$40m plus extra earn out if the business hits \$10m of earnings in 2023.

Acquisition funding is to be secured through a \$30m capital raising consisting of a

placement and accelerated non-renounceable entitlement offer. All directors and the CEO intend to participate in the capital raising.

The Hamper Emporium and Gifts Australia are leading e-commerce gourmet hamper and gift businesses, respectively, both with strong underlying financial attributes. Founded in 2014 and wholly owned by Emily McWaters and David Morgan, the businesses have become one of Australia’s leading online hamper, gifts and experience retailers.

Its Hamper Emporium division sold more than 125,000 hampers last year and is on track to hit 250,000 hampers in 2021.

The Gift Australia business provides products designed to be affordable, with gifts across different price ranges that appeal to specific customer groupings based on demographics, special occasions, and calendar events. It sold more than 64,000 items in 2020.

Maggie Beer Holdings is launching a capital raise to raise gross proceeds of \$30m at 35 cents per share to fund the deal.