

News

BCLP ADVISES CARREFOUR ON EXPANSION INTO ISRAEL

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SUMMARY

International law firm BCLP has advised French multinational retail group Carrefour on expansion of its international footprint with its long-term franchise arrangement with Electra Consumer Products and its subsidiary Yenot Bitan, which currently operates over 150 supermarkets in Israel.

The arrangement will see Yenot Bitan's existing stores and online channels converted to the Carrefour brand with the first stores launching before the end of 2022. It will also allow all Yenot Bitan stores to have access to Carrefour branded products.

Carrefour is the largest international retailer to enter Israel and the move is considered to be a significant step in Israel's retail history.

Partner Jinal Shah said: "It's been great to work with our client Carrefour as it expands its global footprint into the food retail sector Israeli market."

The BCLP team was led by Partners Jinal Shah (M&A and Corporate Finance) and Richard Shaw (Technology, Commercial and Government Affairs) and assisted by a team comprising Associate Elizabeth Walter (Technology, Commercial and Government Affairs), Senior Associate Brett Rowland (Technology, Commercial and Government Affairs – Intellectual Property), Partner Victoria Newbold and Senior Associate Paul Culliford (White Collar, Antitrust and International Trade) and Trainees Maria Diaz Narvaez and Krish Raichura (Technology, Commercial and Government Affairs).

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