



NEW DEAL ADVISORS SUPPORTS CHARTERHOUSE CAPITAL PARTNERS IN THE SALE OF CASA OPTIMA

Milan, May 27 2025 - **New Deal Advisors**, an independent company specialising in advisory services to M&A Transactions, has supported Charterhouse Capital Partners (“Charterhouse”), a private equity firm operating in Europe, in the finalization of an agreement to sell Casa Optima to a group of investors led by Terlos LLP (“Terlos”).

Founded in 1984 and headquartered in Rimini, Italy, Casa Optima serves over 30,000 ice cream parlours and 6,000 pastry shops in more than 150 countries worldwide. The company has a comprehensive portfolio of premium ingredients for artisanal ice cream, pastry and beverages, developed in state-of-the-art production facilities in Italy and Brazil. In partnership with Charterhouse since 2016, Casa Optima has embarked on a growth path to expand its offering from local leader to global market leader.

New Deal Advisors, with a team led by partner Antonio Ficetti Gasco (partner), has provided Vendor Financial Due Diligence services to Charterhouse Capital Partners.

New Deal Advisors

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a broad variety of extraordinary transactions streams including mergers and acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.