



TOPIC: STRATEGY & FINANCE, PRESS RELEASES

FIRST KEY CONSULTING ADVISES SOBER CARPENTER IN SALE TO LES BRASSEURS DU NORD, KNOWN FOR ITS BORÉALE BEER

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First Key Consulting Inc. (“First Key”), a consulting firm to the brewing and beverage industry, is pleased to announce that its client, Sober Carpenter and Clever Mocktails (“Sober Carpenter”), has been acquired by Les Brasseurs du Nord a pioneering microbrewery in Quebec and well known for its Boréale beer brand.

This acquisition marks a significant milestone in the non-alcoholic beverage market, combining the innovative product lines of Sober Carpenter and Clever Mocktails with Boréale’s leadership in the brewing industry, extensive distribution network, and industry expertise. This acquisition is set to enhance the availability and variety of high-quality non-alcoholic beverages for consumers across Canada.

George Croft, Senior Advisor, Strategy & Finance at First Key, worked with Sober Carpenter to find a strategic partner and complete the transaction, “We are thrilled to have facilitated this acquisition, which brings together two dynamic brands under the Boréale umbrella. This partnership will undoubtedly drive growth and innovation in the non-alcoholic beverage sector.”

First Key would like to thank Smythe LLP and McCarter Grespan LLP for partnering on this transaction. As stated by Mathieu and Nicolas Gagnon-Oosterwaal, co-founders of Sober Carpenter, “We felt like we were in great hands!”

About First Key Consulting

First Key is a global consulting firm focused on the brewing and beverage industry with a specialized business unit in beer and beverage mergers & acquisitions. Service areas include strategy & finance, operations, engineering, marketing & sales, agribusiness, sustainability & supply chain, and people & organizational performance. To learn more, visit www.firstkey.com.