



# ARTICLE

## AUGUST DEBOUZY ADVISED CHOCO, WORLDWIDE LEADER IN AI SOLUTIONS FOR THE FOOD SUPPLY CHAIN, IN THE ACQUISITION OF GOOT

M&A | 31/01/25 | Ruben Grouchka



### TECH & DIGITAL

August Debouzy has advised Choco, a German unicorn and a worldwide leader in AI solutions for the food supply chain, in the context of the acquisition of 100% of the share capital and voting rights of Goot, a French company pioneering BtoB e-commerce solutions for the food and beverage distribution industry.

Choco and Goot are joining forces to offer wholesalers AI tools in an increasingly digitalized market and this deal follows the rapid growth of Choco which is now active in the United States, Germany, Spain, the United Kingdom, Austria, Belgium and France.

This transaction demonstrates August Debouzy's ability to support complex transactions and provide in-depth legal expertise in the field of AI solutions.

This assistance is in line with August Debouzy's commitment to promoting technological evolution in all areas, including the food and beverage industry, by supporting various initiatives and actively participating in the digital transformation of this sector.

August Debouzy's Corporate team included Ruben Grouchka, counsel, and Myles Begley, senior associate.

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