

Metronome Partners adds Manny Portuondo as an Operating Partner in the Restaurant Industry

Metronome Partners, LLC (Metronome), the Chicago and Memphis based M&A advisory firm, is pleased to announce that Manny Portuondo has joined as an Operating Partner in the restaurant industry.

Metronome and Manny will work with middle-market restaurant franchisors and franchisees to offer value-added M&A and financial restructuring advisory services within the restaurant industry.

Manny joins Metronome's group of Operating Partners and will serve as Senior Advisor, providing deep operating knowledge, industry expertise, and a vast network of restaurant industry relationships.

Manny is also a Managing Director of DeepBlue Advisory, LLC ("DeepBlue"), a Miami based franchise and M&A advisory firm which he formed in 2012 after more than 20 years in the restaurant, retail, and consumer products industries. Prior to forming DeepBlue, Manny was the Vice President of Franchising & Business Development at Burger King Worldwide, Inc. (NYSE:BKW), where he was responsible for franchising and business development in North America for the 12,000+ unit Burger King system. In his position at Burger King, Manny created an \$80 million brand re-image incentive program and a \$250 million franchisee lending program, the largest and most innovative brand re-image and lending program in the quick-service restaurant industry. The program resulted in more than 1,000 restaurant re-image commitments in just one year, a six fold increase versus the prior year.

Manny also led Burger King by creating consolidation strategies for new and existing franchisees through strategic market planning, growth incentives, portfolio management, and divestitures of over 700 company restaurants. During his tenure at Burger King, his strategies led to the growth of the average number of restaurants per franchisee from five units to eight units, as well as record re-imaging and new restaurant development commitments.

Metronome has deep experience in the restaurant sector. The firm was awarded the Franchise Times "Dealmakers of the Year" Award in 2012 for excellence in executing multiple deals, including its work with Le Duff America, owner of La Madeleine, Bruegger's, and Mimi's Café, among other brands.

About Metronome:

Metronome is an independent Chicago & Memphis based M&A advisory firm that specializes in managing, structuring, and negotiating transactions of varying sizes and complexities in a broad range of industries. With over 200 transactions completed by Metronome's principals, the firm guides its clients through critical, value-based corporate finance alternatives, including strategic sales, recapitalizations, divestitures, and debt and equity placements. The firm focuses on middle-market businesses, valued from \$30 million to over \$500 million.

About DeepBlue:

DeepBlue is a boutique, Miami-based franchise advisory and M&A firm specializing in the restaurant industry. DeepBlue "dives deep" to advise middle-market clients on M&A transactions and strategic franchising and development initiatives throughout the globe. Its most recent engagements include the successful acquisition of 126 Burger King restaurants plus the Canadian Master Franchise rights by Redberry Resto Brands, Inc. from Burger King Worldwide, Inc. and the development of an Americas strategic franchising & development plan for Benihana Corp.



For additional information regarding Metronome or DeepBlue, please visit www.metronomepartners.com and www.deepblueadvisory.com or contact Randy Karchmer, Jeff Rosenkranz, or Manny Portuondo.

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