



# DLA Piper assists founder in PE-divestment of Ecooking



Karsten Pedersen  
Partner



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Founder, Tina Søgaard, has in a competitive transaction divested the majority of the shares in Ecooking A/S and House of Cosmetics A/S to UK private equity firm, Bluegem Capital Partners.

Formed in 2015 and headquartered in Kolding, Ecooking is today a multi-award winning skincare company covering a broad spectrum of eco-friendly skincare products through the slogan “food for your skin”. In total, the company plans on introducing more than 100 new and innovative skincare products in 2021. The company has over the past 4 years more than doubled its revenues each year. and for 2020, Ecooking’s own ecommerce store saw a +500% YoY growth in sales. Today, only 20% of its revenue is derived from outside of the Danish market, which Søgaard mentions as being a core focus area for future growth. Hence, the company is looking to invest significantly in its internationalization strategy where a penetration of the Norwegian, Swedish, UK, German and Russian markets will be key medium-term growth drivers.

Read more about the transaction [here](#).

The core transaction team from DLA Piper was Karsten Pedersen, Jonas Bang and Ida Boysen.

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Fagområder    Corporate M&A

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