

Barteca Holdings Announces Growth Investment from General Atlantic

Norwalk, CT and New York, NY - December 16, 2015

Barteca Holdings, the parent company of Barcelona Wine Bar and Bartaco, announced today a minority investment from General Atlantic, a leading growth equity firm. General Atlantic joins existing investor Rosser Capital Partners, a private investment firm focused on investing in restaurant, consumer and retail companies.

Founded in 1995 by Andy Pforzheimer, Chief Executive Officer, and Sasa Mahr-Batuz, Creative Director, Barteca Holdings is the parent company of acclaimed restaurants Barcelona Wine Bar and Bartaco. Barcelona Wine Bar, a warm and welcoming Spanish tapas bar serving small plates of food using the finest seasonal picks from local markets and unusual specialties from Spain and the Mediterranean, is an upscale restaurant operating in twelve locations. Bartaco, a more casual restaurant that brings upscale street food with a coastal vibe into a relaxed and stylish environment, is operating in ten locations.

“Sasa and I created Barteca with the goal of providing our guests with a unique dining experience, where great food and attentive service are fun, stylish and accessible,” said Andy Pforzheimer, Co-Founder and Chief Executive Officer of Barteca. He continued, “Our partnership with General Atlantic and Rosser Capital, both leading investors with experience in the restaurant and consumer sectors, signifies our commitment to building two of the premier restaurant brands in the country.”

“We are excited to partner with Barteca’s accomplished management team and investment partners who have a long and consistent track record of success in the restaurant sector,” said Andrew Crawford, Managing Director and Head of General Atlantic’s Global Retail & Consumer sector. “We believe Barcelona Wine Bar and Bartaco are uniquely positioned bar-centric, small box, small plate concepts that cater to consumer demands,” added Shaw Joseph of General Atlantic. “Both concepts have demonstrated consistent success across multiple geographies.”

“We have been deeply gratified to work with the leadership of Barteca to help them build their unique dining concepts over the past four years. We believe the next chapter for the company, joined by our new partner General Atlantic, will be even more exciting,” said Jacob Organeck, Founder and Partner of Rosser Capital Partners.

Barteca’s dining concepts have received numerous accolades and awards including *Wine Spectator’s* Best of Award of Excellence from 2012-2015; selection as one of America’s Top Restaurants by Zagat; and “Best of” locally in the major Atlanta, Boston, and Tampa newspapers. The restaurants are currently located in South Norwalk, CT; Stamford, CT; New Haven, CT; West Hartford, CT; Washington, DC; Tampa, FL; Atlanta, GA; Boston, MA; Port Chester, NY; Nashville, TN; and Reston, VA; among other locations.

As part of this transaction, Andrew Crawford and Shaw Joseph, both senior leaders on General Atlantic’s Global Retail & Consumer sector team, will join Barteca’s Board of Directors. Barteca’s founders and Rosser Capital Partners will collectively remain majority shareholders in the company. Barteca Holdings was represented by Kirkland & Ellis LLP and Golenbock, Eiseman, Assor, Bell & Peskoe LLP. General Atlantic was advised by Paul, Weiss, Wharton & Garrison LLP. Financing for the transaction is being arranged by Citizens Bank and Bank of America.

About Barteca Holdings

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About General Atlantic

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector-specific expertise, long-term investment horizon, and a deep understanding of growth drivers to partner with great management and build exceptional businesses worldwide. The firm's global Retail & Consumer sector team has a differentiated track record of partnering with leading brands such as Tory Burch and Too Faced Cosmetics. General Atlantic has more than 100 investment professionals based in New York, Greenwich, Palo Alto, Sao Paulo, Mexico City, London, Munich, Amsterdam, Beijing, Hong Kong, Mumbai, and Singapore. www.generalatlantic.com

About Rosser Capital Partners

Rosser Capital Partners is a lower middle market investment firm with a focus on investing in restaurant, consumer and retail companies that demonstrate significant growth potential and can benefit from strategic and operational enhancements. The firm seeks to partner with strong management teams who have demonstrated the skills, commitment and discipline to create shareholder value over time. Rosser Capital Partners supports its management teams by providing access to a wide network of strategic industry contacts, active lending institutions, consultants, and additional management and operational resources. Over the last 25-plus years, the principals of Rosser Capital Partners have completed 25 consumer transactions. Rosser Capital Partners is headquartered in Greenwich, CT. www.rossercapitalpartners.com

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