

## Brookwood Advises bd's Mongolian Grill on the Sale of the Company

Brookwood Associates is pleased to announce that it served as exclusive financial advisor to Detroit-based bd's Mongolian Grill in the sale of a majority stake of the company to Kinderhook Industries, LLC. bd's Mongolian Grill is the third largest Asian casual dining chain in the United States with 31 units operating in 11 states. Founded in 1992, the concept is the clear leader in the rapidly growing create-your-own Asian stir-fry segment. From a wide variety of quality meats, seafood, vegetables, sauces and spices, guests customize their own stir-fry dishes which are prepared "exhibition style" by grill chefs on a 600 degree, 7-foot round Mongolian flat grill.

- ***Innovative Brand with Strong Growth Opportunities:*** The bd's Mongolian Grill concept has proven to be successful over time and across geographic markets as a result of: its fresh, healthful ingredients; the ability to "create-your-own" dishes; friendly, attentive service; a warm, inviting atmosphere; and excellent overall value. bd's Mongolian Grill possesses the unique combination of meaningful brand equity, a well-positioned concept with significant customer loyalty, clear growth potential and an experienced corporate and unit level management team.
- ***Nature of the Assignment:*** Brookwood was hired by bd's Mongolian Grill to explore strategic alternatives. The majority owner and CEO wanted liquidity and an experienced equity partner to expand the concept on a broader scale. We contacted both strategic buyers and private equity groups that had significant restaurant operating experience.
- ***Result of the Transaction:*** We successfully sold the company to Kinderhook Industries, LLC in partnership with restaurant industry veterans Rodger Head and Clyde Culp. The transaction allowed the seller to obtain significant liquidity, retain a minority equity interest in the growth company and partner with a highly experienced private equity firm and two industry veterans to spearhead the company's continued expansion.



*"The Brookwood team did a terrific job putting our transaction together. Their vision and expertise was invaluable throughout the process."*

**- Billy Downs, Chief Executive Officer**

Brookwood's longstanding commitment to the restaurant industry gives us a deep understanding of the sector and unique insights into this challenging restaurant environment.

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