

Maman Receives a Significant Investment from TriSpan

New York City – December 21, 2020 – TriSpan, a global private equity firm, is pleased to announce that Rising Stars, its dedicated restaurant platform, made a significant strategic growth investment in Maman (the “Company”) a French-themed café and bakery with locations in New York and Toronto, Canada. Benjamin Sormonte, Co-Founder and CEO of Maman, said, “We are very excited to begin this journey with TriSpan and work together to implement a collaborative growth strategy. TriSpan brings financial strength and expertise that will help guide our strategic direction and growth.”

Founded in 2014 by Elisa Marshall and Benjamin Sormonte, Maman has expanded from a single café and bakery unit in Soho into a recognized 11-unit multi-format brand in New York City and Toronto. Through its French and American heritage, Maman offers a unique restaurant experience built around locally-sourced food, high quality hot beverages and a friendly and attentive service in a distinctively authentic southern French setting. The product offering includes fresh salads and sandwiches with a wide selection of pastries, and specialty beverage options. While primarily an off-premise concept, Maman also boasts a strong events, catering and partnership program.

Anthony Freijy, a TriSpan Partner, said “We are delighted to partner with Ben and Elisa and join them on this journey as Maman transcends from a local concept to a national brand. Maman has a first-class food and beverage offering with strong on and off premise capabilities.”

“We are impressed with what Ben and Elisa have been able to achieve in such a short period of time”, said Pericles Mazarakis, Managing Partner of TriSpan. “Maman is a differentiated brand that has proven its strong appeal with the millennial consumer base and we believe it has great growth potential around the U.S. and beyond.”

Financial terms of the transaction were not disclosed. Davies Ward Phillips & Vineberg LLP served as legal counsel to the Company and Golenbock Eiseman Assor Bell & Peskoe LLP served as legal counsel to TriSpan.

About Maman

Founded in 2014, Maman is a French and American café and bakery with 11 units in New York and Toronto, Canada. Menu highlights staples from French and American cuisine such as fresh salads, gourmet sandwiches, an array of pastries and specialty coffee/tea. For more on Maman, please visit www.mamannyc.com.

About TriSpan LLP & TriSpan (USA) LLC ("Collectively TriSpan")

Founded in 2015, TriSpan is a private equity firm with offices in London and New York that invests in lower mid-cap companies in North America, Europe, and the United Kingdom with annual revenues typically ranging from \$20-100 million and/or EBITDA of \$2-20 million. TriSpan is committed to create value by bringing a combination of deep operational and financial resources to drive strong growth and performance. Since inception, the firm has invested in 12 platforms totalling more than 30 companies to date. For more information, please visit the firm's website at www.trispanllp.com.

The goal of the TriSpan Rising Stars Fund is to become one of the sector’s leading strategic F&B partners that provides true value-add to restaurant entrepreneurs with the help of our in-house senior Operating Partners. Collectively, the Partners of TriSpan have invested in more than 20 restaurant groups globally.