

Sale of The Pet Store to Jollyes



Strategic Corporate Finance acted as lead deal adviser to the shareholder of The Pet Store Barnsley Limited on the sale to Jollyes Retail Group Limited

Established by Barnsley entrepreneur Liz Bowers in 1991, The Pet Store has built up a loyal customer following in Yorkshire, focusing on customer service and hard-to-find premium brands from her stores in Barnsley, Denby Dale and Wakefield.

Jollyes is the UK's second largest pet retail chain. The acquisition is a marriage of two businesses dedicated to high quality and personal service for pet owners – in a recent review of Yorkshire pet shops, both Jollyes and The Pet Store were named the number one and number two stores in the county respectively.

Greg Barker, director of Strategic Corporate Finance acted as lead deal advisor to Liz Bowers, and was responsible for introducing Jollyes as a potential acquirer, leading deal negotiations and transaction management through to completion.