

NOVASTONE CAPITAL ADVISORS ANNOUNCES STRATEGIC ALLIANCE BETWEEN PORTFOLIO COMPANY FOO SENG AND VARACHAUX

May 2026 – Novastone Capital Advisors (NCA) is pleased to announce a strategic alliance between portfolio company Foo Seng, a specialist in premium frozen Asian products, and Varachaux, a French expert in premium plant-based and meat-based solutions. The partnership represents an important milestone in Foo Seng’s continued growth and expansion strategy.

The alliance brings together two highly complementary businesses to address the growing global demand for gourmet, convenient, and high-quality frozen prepared foods. By combining Foo Seng’s expertise in authentic Asian flavors with Varachaux’s capabilities in innovative plant-based and premium meat recipes, the companies aim to build a stronger and more diversified platform serving multiple segments of the food market.

“Our ambition is to combine the best of our two companies to invest more, develop new products, win new customers, and build a stronger group together,” said Daniel Coutinho, CEO of Foo Seng and Varachaux.

Founded in 1968, Varachaux has built a strong reputation for creativity and product innovation in the French food market. The partnership is expected to accelerate product development, expand distribution across Europe and beyond, and strengthen both companies’ commitment to quality, taste, and sustainability.

“I am delighted to see Varachaux continue its development alongside Foo Seng and to see the legacy of the company founded by my father in 1968 continue,” said Gilles Varachaux.

“Varachaux brings its French creativity and excellence in plant-based products. Together, we will surprise and delight consumers seeking new and responsible flavors, with R&D at the heart of our strategy,” said Sabine Bruno, Managing Director of Varachaux.

The alliance is expected to formally become a group in the coming weeks, with the new group name to be announced shortly.

This development reflects NCA's continued focus on supporting portfolio companies through long-term growth initiatives, operational scaling, and strategic partnerships.

About Novastone Capital Advisors

[Novastone Capital Advisors](#) is a global firm solving SME succession challenges through its Operator-Led Search Fund Program. NCA partners with experienced operators to identify, acquire, and grow privately held companies across the U.S., Canada, and Europe.

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