



Katten Represents Aurify Brands in Relaunch of the Le Pain Quotidien Business

June 30, 2020

Several media outlets noted Katten's role as counsel to Aurify Brands in connection with its purchase of substantially all of the assets of Le Pain Quotidien (LPQ), including more than 40 store locations. The transaction was accomplished through a pre-arranged Chapter 11 filing by certain LPQ entities. The transaction is expected to bring back approximately 800 jobs. Based in New York City, Aurify Brands is a next generation hospitality group that creates, grows, and operates category-leading brands including LPQ, The Little Beet, Melt Shop, Fields Good Chicken and The Little Beet Table.

- ["Le Pain Quotidien Says It Just Barely Avoided Liquidation,"](#) *Law360*, May 28, 2020
- ["Le Pain Quotidien Adds \\$1.4M To Ch. 11 Loan For Rent Tab,"](#) *Law360*, June 8, 2020
- ["Aurify Brands Adds Le Pain Quotidien U.S. Restaurant Business to Leading Brand Portfolio,"](#) PR Newswire, June 30, 2020
- ["Le Pain Quotidien may reopen in mid-July as Aurify Brands closes deal to acquire more than 40 locations for \\$3 million,"](#) *Nation's Restaurant News*, June 30, 2020
- ["SSG Advises Le Pain Quotidien in Sale of U.S. Assets to Aurify Brands,"](#) *ABF Journal*, July 10, 2020
- ["Aurify Brands Expands Le Pain Quotidien Footprint in New York City,"](#) PR Newswire, November 2, 2020
- ["Aurify Brands to Open at Least 10 More Le Pain Quotidien Units in NYC,"](#) *QSR Online*, November 3, 2020
- ["Aurify Brands Expands Le Pain Quotidien Footprint in New York City,"](#) Restaurant News Resource, November 3, 2020

- [“Le Pain Quotidien plans 10 new locations in New York City after bankruptcy case, brand sale,”](#)
New York Business Journal, November 3, 2020
-

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



Steven J. Reisman

+1.212.940.8700 (office)

sreisman@katten.com