

French pet food company enters Brazil

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Pereira Neto | Macedo Advogados has helped French pet food manufacturer InVivo buy Brazilian rival Total Alimentos for US\$100 million to take advantage of increasing demand for pet products from Latin America's growing middle class.

Family-owned Total was advised by [Pinheiro Neto Advogados](#).

Total's assets in Uruguay and Colombia will also allow the French company to expand in those jurisdictions. It is already present in Mexico after opening a manufacturing facility last year.

The sale was announced on 14 October.

Counsel to InVivo

Pereira Neto | Macedo Advogados

Partner Rafael Barreto de Aguiar Novaes França and associate Ligia Espíndola Maiheiros

Counsel to Total Alimentos

[Pinheiro Neto Advogados](#)

Partner Fernando Alves Meira and associate João Vitor de Araujo Crepaldi

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