



**SE** Lists  
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Roy Manassen's wealth is largely attributed to his grocery **business**, Manassen Foods, valued at \$530 **million** in 2011 when **Chinese** food giant Bright Foods acquired a 75 per cent **stake**. The **firm** was started by his father Simon from the back of a van in 1952. Cadbury first bought Manassen Fine Foods in 1986 but Roy orchestrated an employee buyback two years later. In 2006 CHAMP Private **Equity** took a **stake**. The Bright Foods deal leaves Manassen with 15 per cent share and CHAMP 10 per cent. Bright Foods is hunting for acquisitions, especially in the sought-after **dairy** sector. Through Manassen Foods it has bought WA **cheese** and yoghurt producer Mundella. The Manassen **Group** holds more than 70 brands including Sunbeam and Angas Park dried fruits, the Margaret River **Dairy Company**, and Ryvita and McVities biscuits.

**TD**  
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**CO** amezza : Castle Harlan Australian Mezzanine Partners Pty Ltd | mnssfd : Manassen Foods | brgfdc : Bright Food (Group) Co Ltd  
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