



Australia: United Petroleum buys Pie Face

Australian petrol and convenience company, United Petroleum, has acquired iconic Australian food chain Pie Face for an undisclosed amount.

The purchase of well-known Australian pie brand is part of United Petroleum's growth diversification strategy and new business expansion.

"When the opportunity to acquire Pie Face emerged we identified tremendous value in its brand, as well as its growth potential as a standalone business," Gary Brinkworth, CEO of United Petroleum said.

Bruce Feodoroff will remain as Pie Face CEO, and United has also committed to maintaining supply for Pie Face, ensuring 'business as usual' for staff employed in the commercial kitchen, franchisees, and head office, stated the company release.