



Luna Grill Announces PWP Growth Equity Investment

Investment to accelerate growth in new and existing markets

September 18, 2017 11:10 AM Eastern Daylight Time

SAN DIEGO--([BUSINESS WIRE](#))--Luna Grill (“Luna” or “the Company”), a pioneer in the luxe-casual Mediterranean restaurant segment, today announced that it has received an equity investment from PWP Growth Equity specifically targeted to spur growth in both existing and new geographies. PWP Growth Equity is the middle market private equity group of Perella Weinberg Partners, investing in leading, growth-oriented, lower middle market companies. Financial terms of the equity investment were not disclosed.

Sean and Maria Pourteymour founded Luna Grill in 2004 and have since grown it into a premier Mediterranean restaurant concept with 38 company-owned units across Southern California and the Dallas/Fort Worth, Texas metropolitan area with additional sites under construction. Luna has pioneered the luxe-casual segment by offering a healthy, inviting and differentiated experience positioned between the fast-casual and full-service models while providing passionate and hospitable customer service.

“This investment will allow us to continue the rapid yet measured growth we have experienced over the past few years. PWP Growth Equity has a tremendous track record of success, including deep consumer sector expertise, and we are thrilled to partner with Chip Baird and David Ferguson, Co-Founders of PWP Growth Equity, as we enter new markets and build Luna Grill into a leading national brand in the Mediterranean restaurant category,” said Sean Pourteymour, Co-Founder and Chief Executive Officer of Luna.

Chip Baird commented, “We are excited to partner with Sean, Maria and the entire Luna Grill team. The Company’s leadership and strong culture make Luna ideally positioned to capture positive trends in both healthy Mediterranean cuisine and the upscale, fast-casual restaurant category. Luna Grill found a niche in catering to consumers seeking convenient and authentic high-end food, and the Company’s unique menu offerings translated into strong affinity ratings from legions of ‘Luna-tics’ throughout numerous markets.”

“This is an important milestone for Luna Grill and we are grateful to our dedicated team members who are responsible for our incredible success by striving every day to *inspire others to feel good by eating real food crafted with care*,” stated Pourteymour.

W Partners acted as exclusive financial advisor to Luna Grill and Financo acted as exclusive financial advisor to PWP Growth Equity in this transaction.

About Luna Grill

Founded in 2004, Luna Grill proudly offers authentic, cooked fresh to order Mediterranean cuisine such as kabobs, falafel, salads, hummus, wraps, desserts and wine in a luxe casual setting. All foods, marinades and sauces are crafted with care daily and meals are made fresh to order and served to the table with genuine cutlery and tableware. Owned by Luna Grill Restaurants LLC, Luna Grill is headquartered in San Diego, California with 38 locations throughout Southern California and the Dallas/Fort Worth, Texas metropolitan area with additional sites under development.

For more information on Luna Grill, please visit www.lunagrill.com.

About PWP Growth Equity

PWP Growth Equity is the middle market private equity group of Perella Weinberg Partners, managed by Chip Baird and David Ferguson. PWP Growth Equity is focused on growth-oriented, lower middle market companies, primarily in the United States, across the consumer, services, and industrial sectors. PWP Growth Equity seeks to partner with existing owners and management teams, providing both capital and experience in a tailored and flexible structure, to support the growth plans and vision for value creation. PWP Growth Equity Fund I investments include: Hyphen Solutions, Black Bear Diner, MOD Pizza, Build-A-Sign, MSA Security, Western Window Systems, YouFit Health Clubs and Fashion to Figure. PWP Growth Equity announced the sale of Trench Plate Rental Co. to funds managed by the Power Opportunities Group of Oaktree Capital Management, L.P. in October 2016.

For more information on PWP Growth Equity, please visit <http://www.pwpgrowthequity.com>.

Contacts

Media for Luna Grill:

aim communications

Aimee Cebulski, 619-549-4810

aimee@aimcommunications.com

or

Media for Perella Weinberg Partners:

Kara Findlay, 212-287-3197

or

Sard Verbinnen & Co

Denise DesChenes/Margaret Popper, 212-687-8080