



# Brazil-Based iFood Buys 20% of CRMBonus

Client News

July 29, 2025

Gunderson Dettmer represented client iFood, a leading Brazilian online food ordering and delivery platform, in its pending acquisition of a 20% stake in CRMBonus, making iFood the second-largest shareholder in the company that has revolutionized cashback and loyalty programs in Brazil's retail sector. The transaction is awaiting approval from antitrust authorities.

In the [announcement of the transaction](#), iFood CEO Diego Barreto said, "We're talking about two Brazilian technology companies that have helped redefine their industries. We've already seen a demonstration of this with the beginning of their partnership, and the potential of combining these two brands to transform the lives of consumers and partners is immense."

CRMBonus co-founder and CEO Alexandre Zolko said, "With this investment, there's a lot of great things to come, and I'm excited about what we'll create together. We understand that this initiative has the potential to represent for the retail market what iFood represents for restaurants."

The Gunderson deal was led by Christel Moreno and included Francisco Mont'Alverne.

Companies

[iFood](#)

[CRMBonus](#)

Related People



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