

Consumer Products and Services Deals for May 2023
PE Industry Update

Company Name	Description	Deal Synopsis
All Pro Plumbing, Heating, Air & Electrical	Provider of plumbing, air conditioning, electrical and ventilation services based in Ontario, California. The company offers services such as water softener installation, septic tank cleaning, drain repair and replacement, hydro jetting, heater maintenance and house rewiring, thereby providing its clients with economical and complete home care needs under a single roof.	The company was acquired by Apex Service Partners, via its financial sponsors Alpine Investors and Partners Group, through an LBO in approximately May 2023 for an undisclosed amount.
Aztec Soccer	Provider of soccer training intended for individual players of a soccer club. The company's training module includes classes, teams, clinics and camps, enabling its clients to enhance the overall character of each individual, on and off the field.	The company, a subsidiary of Huntwicke Capital Group Inc, was acquired by 3 STEP Sports, via its financial sponsor Juggernaut Capital Partners, through an LBO on May 10, 2023 for an undisclosed amount.
Barnes Quality Pest Control	Provider of pest control services intended for residential and commercial customers. The company offers services like cockroach treatment, termite treatment, soil pretreatment, spider, bedbug and carpenter ant treatment, thereby providing professional, experienced and knowledgeable solutions for its customers across Oregon.	The company was acquired by Senske Services, via its financial sponsor GTCR, through an LBO on May 31, 2023 for an undisclosed amount.
Bonobos	Online retailer of clothing intended to provide designer men's apparel. The company sells fitted men's trousers and casual dress trousers in lightweight wool, cotton twill, seersucker, corduroy and also offer shorts, belts and t-shirts, enabling individuals to get stylish menswear with ease.	The company, a subsidiary of Walmart (NYS: WMT), was acquired by Express (NYSE: EXPR) and WHP Global, via its financial sponsors Ares Private Equity Group and Oaktree Capital Management, through a \$75 million LBO on May 24, 2023. As a part of the transaction, WHP Global will acquire the company's brand for a purchase price of \$50 million and Express will acquire the operating assets and assume the related liabilities of the company's business for a purchase price of \$25 million. The transaction unlocks additional growth for the company and expands WHP Global and Express' brand portfolio to accelerate growth and profitability.

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Dave Smith Decoys	Provider of ultra-realistic hunting decoys intended to enhance hunting success. The company offers a wide range of decoys for turkey, waterfowl and deer hunting, enabling hunters to have high-quality encounters and increased success rates in their respective hunting grounds.	The company was acquired by MeatEater, via its financial sponsor The Chernin Group, through an LBO on May 9, 2023 for an undisclosed amount.
David Collision Repair	Provider of auto body repair services intended for automobile industry. The company's services include auto painting, frame repair and straightening work using diagnostics systems, state-of-the-art equipments and the matrix wand, enabling its clients to avail quality repair services at affordable price.	The company was acquired by Classic Collision, via its financial sponsor New Mountain Capital, through an LBO on May 19, 2023 for an undisclosed amount.
Eloquii Design	Operator of an online platform intended to offer trendy apparel for plus-size women. The company's platform offers contemporary dresses, outerwear and shoes in different sizes and also offers clients access to unique content through its blog and curated catalog.	The company, a subsidiary of Walmart (NYS: WMT), was acquired by FullBeauty Brands Operations, via its financial sponsors The Goldman Sachs Group, Apax Partners, Oaktree Capital Management and Altamir, through a \$100 million LBO on May 15, 2023. The company will join a portfolio of online plus-size apparel, shoes and swimwear brands under FullBeauty Brands Operations, which has 5 million active customers.
Emerald Nuts	Producer of snacks and dry fruits based in Charlotte, North Carolina. The company offers a wide range of products like roasted cashew nuts, almonds, salted and unsalted walnuts, cranberries and dried nuts, thereby providing customers with snacking options while traveling.	The company, a subsidiary of Campbell Soup, was acquired by Flagstone Foods, via its financial sponsor Atlas Holdings, through an LBO on May 30, 2023 for an undisclosed amount.
First Place Foods	Producer of fresh pickles intended for restaurant, food service, institutional and retail channels. The company offers a wide variety of fermented (shelf-stable) and refrigerated pickles, relishes and peppers.	The company was acquired by Patriot Pickle, via its financial sponsor Swander Pace Capital, through an LBO on May 22, 2023 for an undisclosed amount.

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Food Republic (Online Food Destination)	Operator of an online food and cookery blogging platform intended for food and entertainment sector. The company's products and services includes food recipes and cooking tips to dining advice and drink recommendations, cooking information, foods, restaurants, groceries and more features, enabling its clients to avail ways to cook their favorite dishes and scoops on the restaurant scene as per their requirement.	The company, a subsidiary of Zero Point Zero was acquired by ZergNet via its financial sponsor Novacap, through an LBO on May 26, 2023 for an undisclosed amount.
FTD Companies	Provider of flower delivery and gifting services intended to offer hand-craft floral arrangements. The company through its florist networks located over the globe has a partnership with local florists to hand-craft floral arrangements available for same-day delivery as well as offers specialty goods, gifts and related products, meeting clients gifting needs for all of their occasions and everyday moments.	The company was acquired by From You Flowers, via its financial sponsor Tenth Avenue Holdings, through an LBO on May 24, 2023 for an undisclosed amount.
Gentry Air	Provider of heating, ventilation and air conditioning (HVAC) services intended for all types of residential projects. The company's services include installation, maintenance and repair for air-conditioners and heaters, enabling its clients to avail all the heating and cooling needs.	The company was acquired by Southeast Mechanical, via its financial sponsors Colmont Group and Palladin Consumer Retail Partners, through an LBO on May 11, 2023 for an undisclosed amount.
Glo MedSpsa	Provider of cosmetic and sculpting services intended to provide aesthetic treatments. The company offers services such as massage therapy, anti-aging treatment, chemical peel, permanent makeup, micro-needling and laser treatments.	The company was acquired by Advanced MedAesthetic Partners, via its financial sponsor Leon Capital Group, through an LBO on May 5, 2023 for an undisclosed amount.
Home Concepts Magazine	Publisher of home improvement guidance magazines for advisory services to residential contractors intended for the direct mail marketing industry. The company specializes in media kit that includes advertise, publication schedule, distribution maps, pricing, sample magazines and more, enabling its clients to connect with quality home related businesses with desired upscale homeowners.	The company was acquired by Gladstone Investment Corp BDC, Xyresic Capital and its management through an LBO on May 12, 2023 for an undisclosed amount. Gladstone Investment provided senior secured debt and the majority of the equity to complete the transaction.

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Kaanapali Beach Hotel	Operator of a guest house intended for holidays and outings. The company offers a range of services that includes dining, activities like ocean activity, cultural event, island activities, wedding events, venues, packages, catering menus, beachfront restaurants and more, enabling its clients to avail relaxation and entertainment throughout their stay.	The company was acquired by Outrigger Hotels & Resorts, via its financial sponsor KSL Capital Partners, through an LBO on May 24, 2023 for an undisclosed amount.
Laskie	Operator of an online recruitment platform intended to change the recruiting process and help candidates find their dream jobs. The company's platform offers to discover, interview and qualify candidates across engineering, design, operations, finance and executive roles, thereby helping companies and job seekers get desirable matches efficiently.	The company was acquired by Twitter, via its financial sponsors A.M. Management & Consulting, Aleka Capital, Andreessen Horowitz, DFJ Growth, Fidelity Management & Research, Vy Capital, Sequoia Capital, The Witkoff Group, Honeycomb Asset Management, Litani Ventures, Qatar Investment Authority, Baron Funds, Brookfield Asset Management and Aliya Capital Partners, through an LBO on May 16, 2023 for an undisclosed amount. The acquisition helps fulfill Elon Musk's aspirations to turn Twitter into a super app where it can offer users multiple functions including payments.
Lejon of California	Operator of an online fashion retail store based in Corona, California. The company provides a wide range of belts, wallets and fashion accessories along with belts for different occasions and functions, thereby enabling customers to purchase and get the products delivered online.	The company was acquired by Nexbelt, via its financial sponsor TEAM Partners, through an LBO on May 17, 2023 for an undisclosed amount.
Matuszko Trailer Repair	Distributor of heavy-duty truck and trailer products and provider of advanced repair services. The company offers a comprehensive range of products to support commercial and government customer requirements in the areas of brake systems, electrical, engines, gear and drivetrain as well as provides services such as inspection & diagnostics, general shop and specialty rebuilding, thereby enabling truck fleet owners and individual drivers to maintain their vehicles, extract maximum performance and reduce costs.	The company was acquired by TruckPro, via its financial sponsor Platinum Equity, through an LBO on May 2, 2023 for an undisclosed amount.

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NHCG	Operator of local market gaming facility intended to provide entertainment and immediate economic benefits to the community. The company offers a range of house-banked table games, poker games and standard food and beverage offerings, catering to the target market of local residents and visitors seeking gaming entertainment, and delivering value through local economic benefits.	The company was acquired by ECL Entertainment and Clairvest Group through an LBO on May 1, 2023 for an undisclosed amount.
Northern Container	Retailer of rigid packaging products serving a range of end markets. The company offers a range of open-head plastic and steel pails, paint cans, tight-head pails, ink cans, plastic tubs and other packaging items, providing customers with numerous options of containers in different shapes, sizes and materials.	The company was acquired by Inmark, via its financial sponsor Kelso Private Equity, through an LBO on May 31, 2023 for an undisclosed amount.
Ox Foundation Solutions	Provider of foundation repair and basement waterproofing intended for residential homeowners. The company offers services like encapsulation, foundation repair and floor support, basement waterproofing and polyurethane injection, thereby providing custom-designed waterproofing for customers in Alabama.	The company was acquired by Mr. Kevin Weber, Mr. Dannon Appleyard and United Structural Systems, via its financial sponsor Summit Park, through an LBO on May 31, 2023 for an undisclosed amount.
Park Ridge Unique Indoor Comfort	Provider of repair and maintenance services intended for commercial and residential clients. The company's range of services includes heating, plumbing, indoor air quality and cooling maintenance, air duct cleaning, duct sealing and other services, providing customers with the required actions for ventilation appliances.	The company was acquired by Sila Heating & Air Conditioning, via its financial sponsors Constitution Capital Partners and Morgan Stanley Capital Partners, through an LBO on May 22, 2023 for an undisclosed amount.
PepWear	Provider of event merchandise intended for students. The company offers a wide range of services including e-commerce services, marketing, branding and order fulfillment services, thereby maximizing sales and the customer experience for their clients.	The company was acquired by Strait Lane Capital Partners through an LBO on May 16, 2023 for an undisclosed amount.

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Pest Shield	Provider of pest control solutions designed to help homeowners and businesses eliminate and prevent pests in a safe and effective manner. The company provides comprehensive pest control services for homes, including treatment for bed bugs, termites, ants, rodents and other pests for businesses, including treatment for pests that can damage property or spread disease.	The company was acquired by JP McHale Pest Management, via its financial sponsors GIC, Sjätte AP-fonden, Volito, Anticimex and Cubera Private Equity, through an LBO in approximately May 2023 for an undisclosed amount.
Philtera Cold Brewed Coffees	Provider of cold-brewed coffee intended to elevate the coffee experience for discerning palates. The company offers small-batch, artisanal cold brews made with high-quality beans and a carefully curated selection of high-end specialty coffee roasters.	The company was acquired by FairWave, via its financial sponsor Great Range Capital and Harris Preston & Partners, through an LBO on May 02, 2023 for an undisclosed amount.
Pink Buckle and Ruby Buckle	Operator of barrel racing futurities designed to increase the number and quality of barrel racing performance horses. The company specializes in the breeding, upbringing and nurturing of pink and ruby buckle stallions and their offspring.	The company was acquired by Equine Network, via its financial sponsor Growth Catalyst Partners, through an LBO on May 22, 2023 for an undisclosed amount. The transaction was supported by debt financing in the form of senior unitranche debt from Stellus Capital management.
Precision Plumbing & Heating Systems	Provider of plumbing, heating and air conditioning services intended for residential and business clients. The company offers round-the-clock professional and certified services along with financing options for payment, enabling homeowners in Northwest Michigan to solve problems in an efficient manner.	The company was acquired by The SEER Group, via its financial sponsor Genstar Capital, through an LBO in approximately May 2023 for an undisclosed amount.

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Revlon	<p>Revlon Inc is a company that is principally engaged in the cosmetics industry. The company's reportable segments include Revlon, Elizabeth Arden, Portfolio and Fragrances. It generates maximum revenue from the Revlon segment. Geographically, it operates in North America, EMEA, Asia, Latin America and the Pacific of which the North America region derives the majority of revenue. Some of the company brands include Revlon, Elizabeth Arden, Almay, Revlon Professional, American Crew, CND, and Mitchum brands. The company distributes and sell its products to large volume retailers, chain drug and food stores, chemist shops, hypermarkets, general merchandise stores, e-commerce sites, television shopping, department stores, professional hair and nail salons, and specialty cosmetic stores.</p>	<p>The company was acquired by Glendon Capital Management, King Street Capital Management, Angelo Gordon, Antara Capital, Nut Tree Capital, Oak Hill Advisors and Cyrus Capital Partners through an LBO on May 1, 2023 for an undisclosed amount.</p>
Richer Poorer	<p>Manufacturer of wardrobe essentials based in San Marcos, California. The company engages in the production, wholesale and distribution of tops, tees and tanks, sweats, intimates and bottoms, thereby making better quality, sustainable materials at attainable price points.</p>	<p>The company was acquired by Francesca's Holdings, via its financial sponsors TerraMar Capital, Tiger Capital Group and SB360 Capital Partners, through an LBO on May 2, 2023 for an undisclosed amount. The acquisition bolsters channel reach, including leveraging its robust wholesale network and introduces new product categories to the brand's portfolio mix.</p>
Rock Creek Marina & Resort	<p>Operator of a marina and resort based on Perry Lake in Ozawkie, Kansas. The company offers a number of amenities and activities such as fishing, boat rentals for the day, a poolside villa, boat storage, boat hiring and boat slips available for rent as well as a ship store for carrying fuel, beverages, snacks lodging and a restaurant providing delicious smoked meats and the best Rum Runners, enabling customers to lean back, relax, and enjoy their holidays.</p>	<p>The company was acquired by TopSide Marinas, via its financial sponsors TRT Holdings and Miramar Equity Partners, through an LBO on May 2, 2023 for an undisclosed amount.</p>

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RowCal	Provider of property management services intended for Homeowners Associations (HOAs). The company specializes in managing and maintaining residential communities, including single-family homes, townhomes and condominiums offering financial management, administrative support, maintenance and repair and vendor management, thereby maintaining and improving communities.	The company was acquired by Morgan Stanley Capital Partners through an LBO on May 1, 2023 for an undisclosed amount. The acquisition enables the company to continue expansion through organic growth and M&A.
Scene75 Entertainment	Operator of a chain of entertainment centers across the midwest United States. The company's centers feature electric go-karts, blacklight mini golf, two-story laser tag, an arcade, mini-bowling and more, thereby enabling individuals with a variety of exciting attractions.	The company was acquired by Five Star Parks & Attractions, via its financial sponsor Court Square, through an LBO on May 15, 2023, for an undisclosed amount. The acquisition expands Five Star Parks & Attractions' footprint in the family entertainment industry.
SnapLok Systems	Manufacturer of chimney and duct cleaning equipment based in Suffield, Connecticut. The company products include chimney cleaning kits, sundstrom respirators, bird guards and wall vent covers, rotary power brushes, power grip handles and tile breakers, thereby providing affordable rotary power sweeping products.	The company was acquired by Olympia Chimney and Venting, via its financial sponsor Argosy Private Equity, through an LBO on May 24, 2023 for an undisclosed amount.
Soap City Express Car Wash	Provider of car cleaning and washing services based in Nevada, Las Vegas. The company also offers family plans and additional vehicles to their unlimited plans, thereby making car washing a hassle-free and enjoyable task for all families.	The company was acquired by WOW Carwash, via its financial sponsor Garnett Station Partners, through an LBO on May 8, 2023 for an undisclosed amount.
Springdale Automotive	Provider of automotive repair services based in Louisville, Kentucky. The company offers a wide range of maintenance and repair services including engine services, transmission, exhaust services, tire services, fleet services and hybrid services among others, helping in the upkeep of the vehicles and preventing major issues from occurring.	The company was acquired by Greatwater 360 Autocare, via its financial sponsor Kinderhook Industries, through an LBO on May 3, 2023 for an undisclosed amount.

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Suave (Englewood Cliffs)	Manufacturer of beauty and personal care products intended for women, men and kids. The company offers a wide range of hair and skin care, skin cleansing and deodorant products including shampoos, conditioners, treatments and serums, styling products, body wash, antiperspirants and other products in mass retailers and ecommerce platforms, providing customers with quality products at a competitive price.	The company, a subsidiary of Unilever, was acquired by Yellow Wood Partners through an LBO on May 9, 2023 for an undisclosed amount. In support of the transaction, MidCap Financial provided an undisclosed amount of debt financing in the form of senior secured loan.
Urban Putt	Operator of an indoor miniature golf-based restaurant chain intended to provide leisure and fun at the same time. The company operates a custom-built tech-driven golf course allowing it to virtually transform the golf space into a coast, a mountain range, or a host of other experiences, along with operating a full-service restaurant, bar and event space, enabling customers to enjoy a wholesome experience.	The company was acquired by Funlab Group, via its financial sponsor TPG, through an LBO on May 17, 2023 for an undisclosed amount.
Whispering Pines Veterinary Services	Operator of veterinary clinics intended for pets and domestic animals. The company offers anesthesia, annual physical exams, dental care, microchipping, nail clipping, pain management and other medical services, providing pet and animal owners with required treatments and preventive measures to safeguard the health of their animals.	The company was acquired by Veterinary Practice Partners, via its financial sponsors Audax Group, Ares Capital Corporation BDC and Ares Management, through an LBO on May 9, 2023 for an undisclosed amount.
Wholesale Bingo Supplies	Manufacturer of pull tabs and bingo products intended to serve charitable organizations. The company's products include pulling tabs, electronic pull tabs, electronic bingo devices, bingo paper and dabbers, jar tickets as well as charitable gaming equipment and electronics, enabling charities around the world to focus on fun, competition and profitability.	The company was acquired by Arrow International, via its financial sponsor Platinum Equity, through an LBO on May 12, 2023 for an undisclosed amount.

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Zulily	Provider of an online flash sales site intended for moms to shop at their pace. The company offers an online daily deal site featuring curated product collections of clothing, home decor, toys and gifts, thereby helping clients to find various products under one roof.	The company was acquired by Regent LP through an LBO on May 24, 2023 for an undisclosed amount. The divestiture aligns with Qurate Retail's Project Athens transformation strategy articulated in June 2022 to optimize its brand portfolio.