

Consumer Products and Services Deals for August 2020

Company Name	Description	Deal Synopsis
All About Learning Press	Publisher of homeschool curriculum based in Eagle River, Wisconsin. The company has developed and published a variety of proprietary and multi-sensory homeschooling curriculums primarily targeting lower school spelling and reading.	The company was acquired by Surge Private Equity through an LBO on August 3, 2020 for an undisclosed sum. As a part of the transaction the debt financing was provided by Modern Bank and Spell Capital Partners in the form of subordinated debt. Spell Capital also participated in the round as co-investor.
Amelia Bay	Provider of freshly brewed tea extracts based in Johns Creek, Georgia. The company offers industrial-scale brewed tea, coffee and botanicals extracts and provides brewed tea formulations or complete tailor-made tea programs, including private labels, from start to finish.	The company was acquired by Florida Food Products, via its financial sponsors MidOcean Partners, Ardian and Apollo Investment, through an LBO on August 10, 2020 for an undisclosed sum.
Bluestem Brands	Provider of online and catalog retail services intended to provide direct-to-consumer service. The company offers apparel and accessories, automotive parts, beddings, furniture, gifts, jewelry, rugs, shoes and accessories, window coverings, toys and video games, providing customers a dynamic retail experience by catering to their unique needs.	The company was acquired by Cerberus Capital Management and other undisclosed investors through a \$250 million LBO on August 28, 2020. Cerberus Capital Management and other lenders converted their debt into an equity stake in the company.
Blurb	Provider of a self-publishing platform designed to offer book publishing services. The company's self-publishing platform helps authors, photographers and businesses to create, publish, share, sell, and distribute photo books, trade books and magazines in print and digital formats, enabling them promote and sell their own books.	The company was acquired by RPI Print, via its financial sponsors Riverlake Partners and HCAP Partners, through an LBO on August 3, 2020 for an undisclosed sum. The acquisition extends RPI Print's overall strategy to offer a full suite of services and e-commerce platform solutions to businesses around the world.
CrossFit	Provider of strength and conditioning fitness consultancy services based in Washington DC. The company's fitness consultancy services include arrangement of accredited training seminars and publishing of free journals with content regarding workouts and training regimen, enabling the customers to get access to all valuable tips regarding exercise that help them to stay fit. It is also affiliated with gyms.	The company was acquired by Berkshire Partners and Mr. Eric Roza through an LBO on August 7, 2020 for an undisclosed sum.

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Ellison Bakery	Producer and supplier of baked food products. The company's baked food products include diverse types of cookies as well as crunch and inclusion products, enabling consumers to choose from a wide variety of products on offer under The Ella's Oven brand.	The company was acquired by Tilia Holdings through an LBO on August 6, 2020 for an undisclosed sum.
General Nutrition Centers (PINX: GNCIQ)	GNC Holdings Inc is a specialty retailer of health, wellness and performance products that include protein, performance supplements, weight management supplements, vitamins, herbs and greens, wellness supplements, health and beauty, food and drink and other general merchandise. It operates through company-owned retail stores, domestic and international franchise activities, third-party contract manufacturing, e-commerce, and wholesale partnerships. The company generates revenues from three segments: the United States which is the key revenue driver and Canada segment; International segment; and Manufacturing or Wholesale segment.	The company was acquired by Harbin Pharmaceutical Group Holding Company, via financial sponsors CITIC Capital and Warburg Pincus through a \$770 million LBO on August 7, 2020.
Glukos	Provider of a sports nutrition brand intended to offer natural energy and protein products. The company's brand offers glucose-based performance energy products focusing on limited and clean ingredients, including gel, powder, tablet, gummy and bars that gets absorbed into the bloodstream instantaneously providing twice the energy, enabling athletes to get an ultimate source of natural energy to perform at their optimal levels.	The company was acquired by Shock Doctor, via its financial sponsors Quilvest Private Equity, Bregal Partners and Ares Capital, through an LBO on August 20, 2020 for an undisclosed sum.

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Higdon Outdoors	Manufacturer and seller of sporting and recreational goods intended to bring the most realistic and durable outdoor products on the market. The company's product range includes outdoors, waterfowl, decoys and hunting products.	The company was acquired by Vertikal Brands, via its financial sponsor Clearview Capital, through an LBO on August 18, 2020 for an undisclosed sum. Clearview Capital and Vertikal Brands partnered with the Company's owners, Mr. John Higdon and Mr. Ben Higdon, as well as Ms. Kelley Powers, to recapitalize the business and provide additional capital to support the company's organic and acquisition growth initiatives. The owners will continue to manage the day-to-day operations of the business while retaining a meaningful equity stake.
KIK Personal Care	Personal care business of an independent manufacturer of consumer packaged goods. The business offers personal care products like creams, lotions and aerosols.	The company, a subsidiary of KIK Custom Products, was acquired by Voyant Beauty, via its financial sponsors Constitution Capital Partners and Wind Point Partners through an LBO on August 24, 2020 for an undisclosed sum.
Modell's Sporting Goods	Operator of an e-retail platform focused on selling sports apparel, sporting goods and accessories. The company offers sports gear from all major brands and provides accessories for various sports activities like baseball, basketball, hockey, lacrosse, soccer and football and hence offers almost everything in sportswear and gear that sports enthusiasts and professional players alike could need.	The company was acquired by Retail E-commerce Venture through a \$3.64 million LBO on August 14, 2020. The transaction was structured as an asset sale where Retail E-commerce Venture acquired the company's trademark assets, including its domain names, loyalty rewards program materials, social media assets, existing e-commerce database, and the brand's signature "Gotta Go to Mo's" jingle while the brick and mortar stores were closed.
Mr. K Car Wash	Operator of conveyor car wash firm based in Montgomery, Alabama. The company offers biodegradable cleaning services and removes solids and dispose of the remaining liquids into the sewer system where it is properly treated and processed after cleaning the vehicle.	The company was acquired by Mammoth Holdings, via its financial sponsors Red Dog Equity and The Pritzker Organization, through an LBO on August 19, 2020 for an undisclosed sum.
Northland Rehab Supply	Retailer of medical supplies and equipment based in Sioux Falls, South Dakota. The company retails products like powered wheelchairs, home medical equipment, bathroom safety, lift chairs, scooters and seatings.	The company was acquired by Numotion, via its financial sponsors AEA Investors, Ares Capital and LLR Partners, through an LBO on August 28, 2020 for an undisclosed sum.

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Pet Qwerks	Designer and manufacturer of toy for pets based in Irvine, California. The company manufactures dog chews and interactive toys for dogs and cats under the brand's flavorit, babble ball, incrediBUBBLES, zombie, bongo, alien, WISH and barkbones.	The company was acquired by Petmate, via its financial sponsor Olympus Partners, through an LBO on August 17, 2020 for an undisclosed sum.
Playa	Operator of an online platform intended to sell cosmetic products. The company's platform provides organic-based hair and beauty products made from high-potency botanicals and free of genetically modified organisms, parabens, sulfates, gluten, synthetic fragrances and artificial dyes, enabling consumers to get chemical-free cosmetic products at an affordable price.	The company was acquired by Morphe, via its financial sponsors General Atlantic, Sofina and Summit Partners, through an LBO on August 21, 2020 for an undisclosed sum.
Sonny's Enterprises	Manufacturer of conveyORIZED car wash systems. The company's products include car wash equipment, chemicals, parts and supplies, car wash controls, providing car wash videos and training courses that meets all the needs of car wash owners and operators.	Sentinel Capital Partners sold its stake in the company to Genstar Capital on August 6, 2020. The investment will help the company attract and retain the best talent in the industry and develop innovative new products that will simplify the operations of its customers' car wash business.
U-Konserve	Manufacturer of food storage and reusable containers based in Sausalito, California. The company offers a wide range of nesting containers and lids, divided containers, stainless steel containers, reusable straws, reusable food wrap, insulated lunch totes and a wide range of accessories.	The company was acquired by EcoVessel, via its financial sponsor Bomar Holdings, through an LBO on August 10, 2020 for an undisclosed sum.
Waterloo Sparkling Water	Producer of natural and crisp flavored sparkling water intended to provide a healthy way of quenching thirst. The company's sparkling water focuses on true-to-fruit flavor and aroma by delivering a rich and authentic taste, enabling customers to have access to a healthy product without sacrificing its taste.	The company was acquired by Flexis Capital, Eurazeo, JW Levin Management Partners, Moore Strategic Ventures and Waterloo Capital through an LBO on August 17, 2020 for an undisclosed sum. The investment will provide the company with additional operational resources, brand building expertise and capital to grow its business by accelerating its product and marketing innovation. The company's management team is rolling over a significant stake as part of this transaction.

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Wildlife Pharmaceuticals	Provider of pharmaceuticals for the safe and humane care of non-domestic and exotic wildlife species. The company is dedicated to providing needed pharmaceuticals for wildlife, nonfood and non-domestic species and also offers customized pharmacy services for other niche pharmaceuticals through its division.	The company was acquired by Wedgewood Pharmacy, via its financial sponsors Bratenahl Capital Partners, New Harbor Capital and Promus Equity Partners through an LBO on August 10, 2020.