

## Consumer Products and Services Deals for March 2021

Company Name	Description	Deal Synopsis
Architec Housewares	Designer and manufacturer of kitchen products intended to offer an eco-friendly alternative to consumers. The company uses fundamentals of architecture to design various food preparation products, giftable housewares, baking and decoration products.	The company was acquired by Bradshaw Home, via its financial sponsor ONCAP, through an LBO on March 10, 2021 for an undisclosed sum.
Bionic Turtle	Provider of financial risk management certification exam prep services intended to provide an affordable resource for FRM candidates. The company offers financial risk management (FRM) study materials, exam preparation courses, study planners and an e-learning environment that includes notes, online community and spreadsheet planners for candidates across the globe.	The company was acquired by CeriFi, via its financial sponsor Leeds Equity Partners, through an LBO on March 8, 2021 for an undisclosed sum.
BistroMD	Developer of a nutritional platform designed to offer diet plans and food. The company's platform customizes food plans according to programs like weight loss plan, diabetic plan and protein-rich plan, enabling consumers to maintain a healthy body.	The company was acquired by AUA Private Equity Partners through an LBO on March 3, 2021 for an undisclosed sum. As a result of the transaction the company was recapitalised.
BriteBrush	Manufacturer of tech-enabled toothbrushes aimed at encouraging children to maintain oral hygiene. The company's toothbrush features oral care technology including smart brushing sensors, side change recognition, sonic vibration and a parent check light that senses proper brushing technique and encourages kids to brush using the methods most recommended by dentists and the oral care industry.	The BiteBrush unit of WowWee was acquired by PlayMonster, via its financial sponsors Balance Point Capital and Audax Group, through an LBO on March 18, 2021 for an undisclosed sum.
Cici's Pizza	Operator of a pizza-buffet chain based across United States. The company offers a wide variety of pizzas, including traditional crust and flatbreads, along with pastas, salads and desserts for dine-in, to-go and catering.	The company was acquired by SSCP Management and Gala Capital Partners through an LBO on March 15, 2021 for an undisclosed sum.

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Cloud 9 Living	Provider of experience gifting services intended to transform gift-giving experiences. The company offers adventure activities, driving experiences, flying experiences, getaways, water activities and spa packages, providing customers with memorable gift experience options.	The company was acquired by Virgin Experience Days, via its financial sponsor, Inflexion Private Equity Partners, through an LBO on March 1, 2021 for an undisclosed sum. The acquisition was made by Virgin Experience Days as a springboard for further growth into a US gift experience market estimated at \$1 billion with substantial scope for future development.
Create & Cultivate	Operator of an online and offline community of career-oriented women that are brought together to learn, exchange ideas and create and cultivate their ideal careers. The company sells sponsorships to their events and content to leading brands in a variety of sectors that seek to interact and align with its community and it gathers the next generation of curious creatives, entrepreneurs and CEOs to spark conversation around the topics they are passionate about from building your business to raising money.	The company was acquired by Corridor Capital through an LBO on March 15, 2021 for an undisclosed sum. The transaction values the company at \$22 million. As a part of the transaction, True West Capital Partners provided debt and equity financing in support of the investment.
Custom Veterinary Services	Manufacturer of custom-formulated nutritional, dermatological and grooming products for the animal health market. The company develops and manufactures a comprehensive range of made-to-order health and wellness products for dogs, cats, and horses.	The company was acquired by Align Capital Partners and Mr. Worth Turner through an LBO on March 31, 2021 for an undisclosed sum. The company was recapitalized as a result of this transaction.
Domtar Personal Care	Manufacturer and distributor of adult incontinence pads and infant nappy.	The company, a subsidiary of Domtar, was acquired by American Industrial Partners through a \$920 million LBO on March 1, 2021. As a part of the transaction, Deutsche Bank provided \$620 million of debt financing in the form of Term Loan B. With this sale, Domtar is reinforcing its focus on building a paper, pulp and packaging company to deliver long-term shareholder value. The proceeds will be used by Domtar to reduce debt by \$600 million and repurchase \$300 million in shares.

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Ensurem	Developer of an insurance marketing platform designed to simplify the process of investing in insurance. The company's platform provides a library of content, including product guides and a tool to run quotes as well as compare rates between multiple insurance companies, enabling consumers to buy and invest in insurance products without the hassle of agent interventions.	The company was acquired by 777 Partners through an LBO on March 23, 2021 for an undisclosed sum.
Family RV Group	Operator of specialty retail stores for recreational vehicles. The company provides sales of new and used RVs, related services, parts, and accessories for RV owners and camping enthusiasts.	The company was acquired by RV Retailer, via its financial sponsor Redwood Capital Investments, through an LBO on March 3, 2021 for an undisclosed sum.
FarFaria	Provider of a children's reading application intended to help children discover fantasies and fables. The company's application gives families unlimited access to 600 illustrated children's books, with five new stories added each week, enabling children to get an opportunity for discovery and enlightenment.	The company was acquired by Teaching Strategies, via its financial sponsor Summit Partners, through an LBO on March 23, 2021 for an undisclosed sum.
Freddy's Frozen Custard & Steamburgers	Operator of a fast-food restaurant chain created to offer cooked-to-order meals that bring families and loved ones together. The company's fast-casual restaurants focus on fresh ingredients and feature menu items like steakburgers, shoestring fries and freshly churned frozen custard, providing affordable cooked-to-order food to customers across the United States.	The company was acquired by Thompson Street Capital Partners through an LBO on March 3, 2021 for an undisclosed sum. Golub Capital acted as the administrative agent, joint lead arranger and joint bookrunner to finance Thompson Street Capital Partners. This acquisition was made to accelerate the company's franchise development, marketing, technology deployment and to expand the company's footprint.
Grizzly Pet Products	Manufacturer of pet supplements and nutritional products intended for dogs, cats and horses. The company offers salmon oil, krill oil, pet food, antioxidants, as well as treats and supplements derived from wild Alaskan fish oil, providing better nutrition to pets as per their specific requirements.	The company was acquired by Cloud Star, via its financial sponsors Frontenac Company and Avante Capital Partners, through an LBO on March 3, 2021 for an undisclosed sum.

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Herl's Bath & Home Solutions	Provider of home and bathroom remodeling services in Maryland, Washington DC and Northern Virginia. The company offers walk-in showers and bathtubs, replacement doors and window installation services, enabling clients to achieve their desired decorative goals in a cost-effective manner.	The company was acquired by West Shore Home, via its financial sponsor Leonard Green & Partners, through an LBO on March 15, 2021 for an undisclosed sum.
Howell Ice Arena	Operator of a recreational ice complex located in Farmingdale, New Jersey. The company's complex features two ice sheets, a snack bar and a pro shop that caters to families, children and high school hockey players.	The company was acquired by Black Bear Sports Group, via its financial sponsor SilverHaze Partners, through an LBO on March 12, 2021 for an undisclosed sum.
Hurley & David	Provider of heating and ventilation services to residential and commercial clients in western Massachusetts and northern Connecticut. The company offers whole-home comfort services including air conditioning, plumbing, indoor air quality management and energy performance evaluation, offering long-term solutions to clients' HVAC needs.	The company was acquired by Horizon Services, via its financial sponsor New Mountain Capital, through an LBO on March 10, 2021 for an undisclosed sum.
International Sports Sciences Association	Owner and operator of a distance education institution intended to offer personal training certification on fitness courses. The company offers a broad range of courses including general fitness certification course for personal training and specialized fitness certification courses such as fitness nutrition, sports nutrition, strength and conditioning, exercise therapy, senior fitness and youth fitness, enabling trainers and coaches to access various courses and training programs that would, in turn, help them provide specialized training on fitness, sports and education.	The company was acquired by Tailwind Capital through an LBO on March 1, 2021 for an undisclosed sum.

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iZotope	Developer of professional audio software and hardware tools designed to offer audio recording, mixing, broadcast, sound design and mastering of digital audio workstation (DAW) programs. The company's platform creates tools include audio DSP technology that feature noise reduction, sample rate conversion, dithering, time stretching and audio enhancement in the consumer and pro audio industries, enabling clients ranging from musicians to major film production houses and radio studios to focus on their audio related projects.	The company was acquired by Francisco Partners through an LBO on March 11, 2021 for an undisclosed sum. An undisclosed service provider provided debt financing in the transaction.
Jay Hatfield Mobility (Lee's Summit Location)	Provider of used wheelchair-accessible vans and mobility products in Lee's Summit, Missouri. The business unit offers pre-owned scooters and stairlifts as well as automobile modifications including scooter transport, driver hand-controls, specialized automotive seating, providing clients with customized solutions that fit their requirements.	The business unit of Jay Hatfield Certified Used Cars was acquired by MobilityWorks, via its financial sponsor Flexpoint Ford, through an LBO on March 4, 2021 for an undisclosed sum.
JoJé Bar	Producer of nutritious food supplements intended to assist customers to lead a healthy and fit lifestyle. The company specializes in the production of energy bars and other various products offered online and in-stores which have mixed flavors and gluten-free ingredients, enabling its customers to have the energy needed for workouts and complete daily projects.	The company was acquired by RoadRunner Holdings, via its financial sponsor American Pacific Group, through an LBO on March 17, 2021 for an undisclosed sum.
Kaiser Tree Preservation Company	Provider of tree and plant healthcare services based in North Kingstown, Rhode Island. The company specializes in tree and plant health care and offers a range of services such as tick and mosquito control, tree and shrub planting and deer repellent, providing customers with safe and effective procedures to preserve their trees.	The company was acquired by SavATree, via its financial sponsor CI Capital Partners, through an LBO on March 1, 2021 for an undisclosed sum. This acquisition marks SavATree's first Rhode Island office and 52nd branch operation.

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Lancaster Fine Foods	Provider of food co-packing services to small businesses. The company offers specialty foods, warehouse storage, provides private labeling, product packaging and fulfillment services, helping its clients accelerate their brands.	The company was acquired by Stir Foods, via its financial sponsor Wind Point Partners, through an LBO on March 1, 2021 for an undisclosed sum.
Leonard Buildings & Truck Accessories	Retailer of truck accessories, trailers, and sheds serving the needs of customers both for work and recreation. The company offers storage buildings, cargo and utility trailers, truck covers and accessories, carports, playhouses, pet and animal structures, gazebos, and outdoor furniture.	The company was acquired by Kinderhook Industries through an LBO on March 4, 2021 for an undisclosed sum. Twin Brook Capital Partners provided financing for this transaction.
Lulu's Express	Provider of car washing services based in Martinez, Georgia. The company offers a wide variety of car washing packages includes hot wash, molly wash, puppy wash, top dog, providing customers with affordable and accessible washing services all across Georgia and South Carolina regions.	The company was acquired by Mammoth Holdings, via its financial sponsors Red Dog Equity and The Pritzker Organization, through an LBO on March 5, 2021 for an undisclosed sum.
Oil Changers	Operator and owner of a chain of oil change centers in the United States. The company focuses on oil changes and ancillary services, including windshield wiper and air filter replacements.	The company was acquired by Greenbriar Equity Group through an LBO on March 8, 2021 for an undisclosed sum.
Oliver Winery and Vineyards	Operator of winery and vineyard based in Bloomington, Indiana. The company specializes in producing a range of wine and wine-based beverages including Moscato wines, apple pie, peach pie wines and Camelot mead to its customers.	The company was acquired by Harvey & Company through an LBO in March 2021 for an undisclosed sum. The company also received an undisclosed amount of debt financing in the form of a senior credit facility from MidCap Financial in March 2021.
Refac Optical Group	Provider of vision care products and services in the United States and Canada. The company's full-service retail vision care stores offer an extensive selection of designer brands and private label prescription eyewear, contact lenses, sunglasses, ready-made readers, and accessories.	The company was acquired by Lincoln Road Advisors through an LBO on March 3, 2021 for an undisclosed sum.

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Rumble Boxing	Provider of fitness training services intended to offer boxing-inspired fitness classes. The company's services include full-body strength training and conditioning workout crafted around specially designed water-filled, teardrop-style boxing bags and a blend of hip-hop and house music in customized mash-ups, enabling customers to be in shape and remain fit.	The company was acquired by Xponential Fitness, via its financial sponsors L Catterton, Snapdragon Capital and TPG Growth, through an LBO on March 25, 2021 for an undisclosed sum.
Saks (E-Commerce Business)	Operator of an online fashion retail platform based in New York, New York. The company operates an e-commerce portal that offers a wide range of fashion apparel and accessories including clothing, shoes, handbags, jewelry and cosmetics.	Hudson's Bay sold a 25% stake in the company to Insight Partners for \$500 million on March 5, 2021. The transaction values the company at \$2 billion. The investment resulted in the company operating as a separate entity.
Simple Botanics	Producer of organic food products intended to create healthy and delicious snacks. The company's food products include nutrition bars, medicinal teas, greens superfood powder and snack packs that are made from various plants, herbs and spices valued for their medicinal or therapeutic properties which can help fight cancer and other diseases.	The company was acquired by Dr. Emil Nutrition, via its financial sponsors Kidd & Company and T-street Capital, through an LBO on March 30, 2021 for an undisclosed sum.
Smart Wash (Queensbury)	Provider of car wash services based in Queensbury, New York. The company offers a wide range of car wash packages, providing customers with convenient, fast and affordable services.	The company was acquired by Tidal Wave Auto Spa, via its financial sponsor Golden Gate Capital, through an LBO on March 18, 2021 for an undisclosed sum.
Southeastern Ice	Manufacturer of ice-based products intended for convenience store, restaurant and industrial use. The company operates an automated purified ice manufacturing facility with production, warehouse and distribution capacity and offers cubed and block ice to grocery stores, snow cone stands, special events as well as concrete companies.	The company was acquired by Arctic Glacier, via its financial sponsor The Carlyle Group, through an LBO on March 2, 2021 for an undisclosed sum.

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Star Leasing Company	Provider of emergency trailer breakdown and repair management services based in Columbus, Ohio. The company specializes in custom breakdown data reporting and analytics, trailer leasing, fleet management, lease maintenance and identification of trailer breakdown issues, it also offers mobile application to help request roadside assistance and track repairs in real-time, enabling semi-trailer industries to improve business operations, increase productivity and save capital.	The company was acquired by I Squared Capital through an LBO on March 22, 2021 for an undisclosed sum.
Starlite Kitchens and Baths	Manufacturer, designer and supplier of kitchen countertops, baths and living spaces interior products. The company specializes in offering a range of countertop products including granite, quartz and laminate to its clients.	The company was acquired by Ksi Kitchen & Bath, via its financial sponsor Oakland Standard, through an LBO in March 2021 for an undisclosed sum.
Storm Tight Windows of Texas	Provider of durable doors and windows installation services across Texas. The company offers products like replacement and hurricane windows, impact and fiberglass entry doors, enabling durability against rough weather conditions.	The company was acquired by Leaf Home Solutions, via its financial sponsors ICG Enterprise Trust and Gridiron Capital, through an LBO on March 3, 2021 for an undisclosed sum.
Suntex Marinas	Operator and manager of an extensive network of the best saltwater and freshwater marinas. The company specializes in developing, acquiring and operating several coastal and inland marina properties, helping guests to make their trips memorable and fun.	The company received an undisclosed amount of development capital from Centerbridge Partners and Resilient Capital Partners on March 24, 2021. Financing was provided by Bank of America, BMO Harris Bank and other banks to support the transaction. As a result of the transaction, the company was recapitalized.
The Albany Lift Company	Provider of home accessibility solutions like stairlifts, vertical platform lifts, modular ramps and residential elevators for disabled and old people. The company provides curved stairlifts, outdoor stairlifts, reclining lift chairs, portable ramp and other home accessibility products to its customers.	The company was acquired by National Seating & Mobility, via its financial sponsor Cinven, through an LBO on March 22, 2021 for an undisclosed sum. The acquisition expands National Seating & Mobility's accessibility services throughout upstate New York, western Massachusetts and southern Vermont.



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The Simple Greek	Operator of a traditional Greek restaurant chain based in Ohio, United States. The company serves Greek food made with fresh and imported premium ingredients cooked using authentic family recipes, using a build-your-own meal in an open-kitchen format.	The company was acquired by Saladworks, via its financial sponsor Centre Lane Partners, through an LBO on March 11, 2021 for an undisclosed sum.
Tirescanner	Developer of an online vehicle tire platform designed to allow customers to compare tire and store options. The company's platform provides support through the tire purchasing process, enabling consumers to research, purchase and schedule tire installation appointments online.	The company was acquired by American Tire Distributors, via its financial sponsors Guggenheim Credit Income Fund and other undisclosed investors, through an LBO on March 3, 2021.
Tom Dolan Swim School	Operator of swim schools for children and adults in Dulles and Falls Church, Virginia. The school trains students on fundamentals that are essential for water safety, recreational and competitive swimming, offering them guidance for learning essential skills.	The company was acquired by Big Blue Swim School, via its financial sponsor Level 5 Capital Partners, through an LBO on March 9, 2021 for an undisclosed sum.
Trufora	Provider of personal care and beauty products based in Texas, United States. The company provides facial products, skincare products, eye products and other beauty care products.	The company was acquired by Genesis Group, via its financial sponsor Actis, through an LBO on March 18, 2021 for an undisclosed sum.
U.S. Waffle Company	Owner and operator of a waffle manufacturing company intended to bake and deliver waffles and pancakes to supermarkets, restaurants, and food companies for retail. The company's services offer a variety of sizes, flavors, and counts and our waffles and pancakes can be customized to match any leading category or brand, such as whole grain, multi-grain, gluten free, blueberry or chocolate chips and also offers its products to major national restaurant chains, food service distributors and other food makers across the nation, enabling customers to get quality and tasty waffles made from fine and fresh ingredients.	The company was acquired by C�er�elia, via its financial sponsors Ardian and Continental Grain Company, through an LBO on March 30, 2021 for an undisclosed sum.

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Urban Accents	Producer of spices blends based in Chicago, Illinois. The company offers spices, seasonings, sauces, dry spices, rubs, mixes and sauces, specialty foods, organic and meal mixes.	The company was acquired by Stonewall Kitchen, via its financial sponsor Audax Group, through an LBO on March 4, 2021 for an undisclosed sum.
Vermont Coffee Company	Producer and supplier of bagged organic coffee based in Middlebury, Vermont. The company sources and blends certified organic arabica coffee and slow-roasts them in small batches, thereby offering customers their coffee in sustainable packaging.	The company was acquired by Stonewall Kitchen, via its financial sponsors Audax Group and Yukon Partners, through an LBO on March 31, 2021 for an undisclosed sum.
Vitamin Discount Center	Retailer of discounted vitamins, supplements, health & beauty and sports nutrition products. The company utilizes Amazon, Walmart.com, ebay.com and other e-commerce platforms to provide end-to-end listing, marketing and supply chain management services to support its brand partners, providing their customers with quality supplements at a discounted price.	The company was acquired by reCommerce Brands, via its financial sponsors Topspin Partners and Balance Point Capital, through an LBO on March 5, 2021.
Voyage Auto	Provider of autonomous taxi service intended to help passengers travel comfortably and reach their destination on time. The company's services focus on creating a fleet of self-driving taxis using retrofitted mass-production automobiles, enabling customers to get affordable transportation.	The company was acquired by Cruise (California), via its financial sponsors SoftBank Investment Advisers and T. Rowe Price, through an LBO as of March 15, 2021 for an undisclosed sum.
Wash Works Express	Provider of car wash services based in Corpus Christi, Texas. The company offers services like monthly package wash, wash systems, exterior wash, providing customers with easily accessible and convenient services at their doorstep.	The company was acquired by GO Car Wash, via its financial sponsor Imperial Capital Group, through an LBO on March 10, 2021 for an undisclosed sum.
Wayne Auto Salvage	Provider of used and recycled automotive parts and services based in Goldsboro, North Carolina. The company specializes in recycled OEM parts, in-stock Engines, transmissions, axles, starters, alternators, radiators, tires and Auto Body Parts, serving all across North Carolina.	The company was acquired by Aesop Auto Parts, via its financial sponsor American Pacific Group, through an LBO on March 4, 2021 for an undisclosed sum.

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Weaver Leather	Manufacturer and wholesaler of leather products based in Mount Hope, Ohio. The company manufactures, markets and distributes branded and non-branded leather, nylon/synthetic, hardware and other products and accessories to the equine, pet, leather crafting, arborist, livestock and construction markets.	The company was acquired by Blue Point Capital Partners, Mr. Jason Weaver and its management through an LBO on March 18, 2021 for an undisclosed sum.
World Wide Land Transfer	Provider of title and settlement service intended for individual borrowers of residential and commercial real estate purchase and refinancing transactions. The company sells title insurance, settlement, escrow, linked underwriting, closing, and settlement services of real estate transactions throughout much of the United States.	The company was acquired by Corridor Capital, Southfield Mezzanine Capital and its management through an LBO on March 11, 2021.