

Consumer Products and Services Deals for October 2021

Company Name	Description	Deal Synopsis
Albemarle Oil Company	Operator of convenience stores and retail fuel stations based in Albemarle, North Carolina.	The company was acquired by Refuel, via its financial sponsor First Reserve, through an LBO in October 2021 for an undisclosed sum.
Amplify Media	Provider of digital publication and marketing platform services. The company publishes websites covering topics like entertainment, investment, fashion and uses data collected from its newsletter subscribers to target ads.	The company, a subsidiary of V2 Ventures Group was acquired by Sonobi, via its financial sponsors Capital Southwest BDC and Cohere Capital, through an LBO on October 25, 2021 for an undisclosed sum.
Benzinga	Provider of news and analysis services designed to empower investors with high-quality and unique content. The company's services offer real-time financial news and trading tips to help individuals to navigate the markets, especially during times of volatility and uncertainty, enabling users to avail relevant news for the real-time environment in a hassle free way.	The company was acquired by Beringer Capital through a \$300 million LBO on October 25, 2021.
Bloodshot Records	Operator of a music label specialized in various genres. The company focuses on the release of punk, country, soul, pop, bluegrass, blues and rock mix and mingle and mutate music, thereby providing recordings of artists from America.	The company was acquired by Exceleation Music through an LBO on October 22, 2021 for an undisclosed sum.
Bradshaw Home	Manufacturer of kitchenware and cleaning products. The company operates as a designer, marketer and category manager of everyday houseware products such as kitchen tools, gadgets, cookware, barware, cleaning supplies which are sold to supermarkets, mass merchants, specialty retailers, value retailers and other retailers, providing customers with innovative and eco-friendly products.	The company was acquired by Arbor Investments through an LBO on October 25, 2021 for an undisclosed sum.
Briggs Freeman Sotheby's International Realty	Provider of real estate brokerage services located in Dallas, Texas. The company offers property searches, global properties, lease properties and open houses, thereby helping clients to purchase and sale of significant properties, from historic and contemporary to waterfront, ranch and land.	The company was acquired by Peerage Realty Partners, via its financial sponsor Peerage Capital, through an LBO on October 7, 2021 for an undisclosed sum.

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Brooklyn Bedding	Manufacturer and retailer of mattresses intended to craft every bed on demand by thoughtful research and customization. The company uses cutting-edge equipment and patented materials to provide different variety of mattresses as well as accessories such as blankets, sheets and pillows, allowing customers to enhance their sleep experience.	The company was acquired by Cerberus Capital Management through an LBO on October 13, 2021 for an undisclosed sum.
Buckmans Car Wash	Operator of a chain of car wash centers across Brockport, Spencerport, Gates and Greece. The company provides a variety of car washing services which include hand waxing, interior cleaning, carpet shampooing and odor removal services as well as offers self-service high-pressure wash bays, vacuums and vending machines, enabling clients to wash cars, vans and trucks themselves and keep them clean.	The company was acquired by Splash Car Wash, via its financial sponsor Palladin Consumer Retail Partners, through an LBO on October 28, 2021 for an undisclosed sum. The acquisition enables Splash Car Wash to broaden its reach in western New York.
Christianbook	Operator of an e-commerce platform offering religious books and products. The company offers products including Christianity-based books, toys, gifts, church supplies, and audio and video products through its online platform, it also offers Christianity-affiliated programs, enabling its customers to receive their faith-related products home-delivered.	The company was acquired by Nonantum Capital Partners through an LBO on October 22, 2021 for an undisclosed amount. As a result of this transaction, the company was recapitalized.
Coleman Powersports	Manufacturer of entry-level Powersports equipment. The company offers a wide range of products including mini bikes, go-karts, all-terrain vehicles, dirt bikes, drift trike and utility task vehicles through big-box retailers and other non-dealer accounts.	The company received an undisclosed amount of development capital from Kinderhook Industries on October 13, 2021. The transaction was supported by debt financing from Twin Brook Capital Partners. The funds will be used to build scale, increase distribution capabilities and explore new avenues for future growth. As a result of the transaction, the company was recapitalized.
Controlled Products	Manufacturer of turf based in Dalton, Georgia. The company offers products including synthetic, landscape, football, pet and sports training turf, offering custom products according to the project.	The company was acquired by Sentinel Capital Partners through an LBO on October 26, 2021 for an undisclosed amount. As a part of this transaction, Clearview Capital and Brookside Capital Partners sold their stake in the company.

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Cosmic Pet	Designer and manufacturer of pet products and accessories for cats and dogs. The company's toys are interactive for dogs and their owners such as ball launchers, flying discs, beds, collars and leashes, treats, feeders and bowls and other durable toys, enabling pet owners to strengthen the bond and spend quality time with their dogs which helps to keep their pets active and lively.	The company was acquired by Petmate, via its financial sponsor Platinum Equity, through an LBO on October 25, 2021 for an undisclosed sum.
DecoArt	Manufacturer of paints and finishes for arts, crafts and home decorating applications. The company provides acrylic colors formulated to work for its target consumers, decorative painters and crafters.	The company was acquired by MPE Partners and its management through an LBO on October 15, 2021 for an undisclosed sum. As a part of the transaction, the company was recapitalized.
DexKo Global	Manufacturer of highly engineered components intended for trailers, recreational vehicles and towable equipment providers. The company specializes in products such as wheel axles, suspensions, brakes and actuators for customers from utility trailers, recreational vehicles, heavy-duty, manufactured housing, agricultural, marine and specialty trailer markets.	The company was acquired by Brookfield Asset Management through a \$3.4 billion LBO on October 4, 2021. As a part of the transaction, the company received approximately \$2.3 billion of debt financing from Credit Suisse, Deutsche Bank, BMO Capital Markets, Bank of America, The Goldman Sachs Group and RBC Capital Markets.
Distinctive Kitchens and Baths	Provider of cabinets intended for builders, homeowners, architects & designers. The company offers a wide range of services including kitchen cabinets, bathroom cabinets, euro craft, homecrest, kitchen craft, omega and schrock, thereby enabling the clients to add value to the home or condominium.	The company was acquired by Artisan Design Group, via its financial sponsors The Sterling Group and Constitution Capital Partners, through an LBO on October 4, 2021 for an undisclosed sum.
Done Service Group	Provider of plumbing, heating and cooling services intended to serve homeowners in Aurora, Colorado. The company offers maintenance-focused plumbing and HVAC services, repairs & installations, enabling customers to get all kinds of installation, replacement, maintenance and repair of all makes and models at competitive and consistent pricing.	The company was acquired by Radiant Plumbing and Air Conditioning, via its financial sponsor The Riverside Company, through an LBO on October 29, 2021 for an undisclosed sum.
ECP-PF Holdings Group	Operator of fitness centers based in Orange, Connecticut.	The company was acquired by TowerBrook Capital Partners through an LBO on October 25, 2021 for an undisclosed sum.

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Farm Stores	Operator of drive-through grocery stores based in Miami, Florida. The company offers bakery, dairy, ready-to-eat, snacks, grocery, household products as well as beverages, beer, wine and tobacco, enabling its clients to buy products on the go.	An undisclosed investor sold a stake in the company to Labyrinth Capital Partners for an undisclosed amount on October 14, 2021.
FITniche	Operator of sports and fitness accessories company serving across Florida. The company offers shoes, running gear, sports equipment and activewear to consumers across three locations in Lakeland, Brandon and Flatwoods.	The company was acquired by Fleet Feet Sports, via its financial sponsor Investors Management Corporation, through an LBO on October 20, 2021 for an undisclosed sum.
Got You Floored	Provider of flooring products and installation services to multifamily, residential and commercial properties. The company offers tile, vinyl, carpet, hardwood and luxury vinyl tile flooring to its clients.	The company was acquired by Impact Floors, via its financial sponsor Blue Sage Capital, through an LBO on October 6, 2021 for an undisclosed sum.
Hd Buttercup	Retailer of designer furniture intended for people who love furniture and are seeking soulful, meaningful pieces for their home. The company offers a wide range of products including sofas, lamps, decor, wall art, rugs and office essentials.	The company was acquired by Coco Republic, via its financial sponsor STORY3 Capital Partners, through an LBO on October 5, 2021 for an undisclosed sum.
Helix Sleep	Manufacturer of sleep and home goods intended to bring customization to the category through individually personalized mattresses based on how one sleeps. The company offers mattresses which are a mix of latex, foam and packed micro-coils, designed based on the body type, sleeping position and feel preference using proprietary sleep technology, enabling customers to keep proper posture while sleeping without body ache.	The company was acquired by Brooklyn Bedding, via its financial sponsor Cerberus Capital Management, through an LBO on October 13, 2021 for an undisclosed amount.
i9 Sports	Operator of a youth sports league franchise. The company's network of franchisees develop and operate leagues covering a variety of sports, including flag football, soccer, basketball, t-ball and baseball, helping kids succeed in life through sports.	The company was acquired by US Sports Camps, via its financial sponsor Roark Capital Group, through an LBO on October 19, 2021 for an undisclosed sum. The transaction will provide the company with significant additional resources to accelerate its growth and further its mission to help kids succeed in life through sports.

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Jante Wheels	Distributor of replica alternative OEM wheels to parts distributors as well as direct-to-consumers. The company offers reproduction and original equipment wheels, center caps and wheel covers.	The company was acquired by All Star Auto Lights, via its financial sponsor Atlantic Street Capital, through an LBO on October 5, 2021 for an undisclosed sum.
Kelley and Ron Poindexter (3 KFCs in Indiana)	Operator of fast food restaurant business in Indiana. The company is engaged in the operations of three KFC franchisee restaurant operations.	The company was acquired by KBP Foods, via its financial sponsors DNS Capital and The Pritzker Organization, through an LBO on October 14, 2021 for an undisclosed sum.
Kespry (Drone-Based Aerial Intelligence Platform)	Operator of drone-based aerial intelligence platform based in Menlo Park, California. The company offers inspection, increase data accuracy, measurement and analysis, enabling the clients to transform how they capture, analyze and share insights about their business.	The company, a subsidiary of Kespry, was acquired by Firmatek, via its financial sponsors Decision Tree Resources and Elmore Companies, through an LBO on October 22, 2021 for an undisclosed sum.
Lizard Skins	Manufacturer of cycling, team and power sports accessories intended to create products to enhance the performance and style of professional athletes. The company offers hockey grip tape, bar tape, batting gloves, hats and bike protection.	The company was acquired by Marucci Sports, via its financial sponsors Compass Diversified and ERG Enterprises, through an LBO on October 25, 2021 for an undisclosed sum.
Med School Tutors	Operator of a medical school tutoring company based in New York, United States. The company specializes in offering one-to-one online tutoring for the USMLE, COMLEX, shelf exams, medical coursework exams as well as offering admissions and residency advisement in addition to consulting services for medical schools.	The company, a subsidiary of Interactivation, was acquired by Blueprint Test Preparation, via its financial sponsor New Harbor Capital, through an LBO on October 12, 2021 for an undisclosed sum.
MET-Rx Nutrition	Producer of protein and sports nutrition intended for workout enhancement. The company offers products including protein drink mixes, food bars and other sports nutrition supplements through its distributors and online store.	The company, a subsidiary of The Bountiful Company, was acquired by 4x4 Capital through an LBO on October 4, 2021 for an undisclosed amount.
Minghua USA	Manufacturer of plastic mold parts intended for the automotive industry. The company offers injection molding, auto parts, plastic products, moulds, plastic-steel doors and windows as well as related services, thereby helping clients benefit through just-in-time assembly and sequencing capabilities.	The company subsidiary of Jiangnan Mold Plastic Technology Corporation was acquired by Plasman Group, via its financial sponsors Insight Equity, FS KKR Capital and Onex Falcon, through an LBO on October 12, 2021 for an undisclosed sum.

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Municipal Emergency Services	Provider of equipment to first responders. The company offers firefighting gear, lighting, apparel, bags and rescue tools.	The company was acquired by Platte River Equity through an LBO on October 4, 2021 for an undisclosed sum.
Northern Wind	Producer and distributor of scallops and other premium seafood intended to serve global retailers. The company offers a wide range of responsibly sourced fresh and frozen seafood products such as tuna, lobster, scallops, headfish and skate, thereby providing sustainable seafood to its clients.	The company was acquired by ACON Investments through an LBO on October 14, 2021 for an undisclosed amount. The transaction was supported by debt financing by Farm Credit Canada, Farm Credit East Aca, and PNC
Perfection Wheel	Manufacturer of automotive wheels intended for parts distributors and auto repair centers.	The company was acquired by All Star Auto Lights, via its financial sponsor Atlantic Street Capital, through an LBO on October 5, 2021 for an undisclosed sum.
Politico	Publisher of global news and information intended to help sustain and expand nonpartisan political and policy journalism. The company delivers journalism about politics and policymaking as well as covers world events, enabling readers to access reliable information and engage a global citizenry.	The company was acquired by Axel Springer, via its financial sponsors Kohlberg Kravis Roberts, Partners Group, Public Sector Pension Investment Board and Canada Pension Plan Investment Board, through a \$1 billion LBO on October 19, 2021. The deal also includes 50 percent interest in POLITICO Europe, Protocol, E&E News and Agency IQ. The acquisition complements Axel Springer's portfolio as a central asset in the firm's already strong presence in the dynamic and increasingly diverse U.S. media market.
Powerscore	Provider of education services to the students and professionals. The company offers various test preparation courses including LSAT, GMAT, GRE, ACT and SAT exams, thereby enabling its students to prepare and clear standardized tests more effectively and less costly way.	The company was acquired by BARBRI, via its financial sponsor Francisco Partners, through an LBO on October 19, 2021 for an undisclosed sum.
Propét USA	Manufacturer of footwear specializing in footwear for casual use and special medical needs. The company offers footwear for men, women, kids, diabetic patients, surgical footwear, podiatric footwear and others, delivering customers with comfort and style with an array of widths and sizes.	The company was acquired by Aiglon Capital Management, Merit Capital Partners and its management through an LBO on October 15, 2021 for an undisclosed amount.

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Quinn Residences	Developer of single-family homes intended to construct communities exclusively for rent. The company provides a collection of spacious, move-in-ready buildings that includes modern upgrades at prime locations, enabling its residents to live a better life.	The company was acquired by Conversant Capital, Monarch Alternative Capital and undisclosed investors through an estimated \$750 million LBO on October 11, 2021. The transaction will enable the company to develop single-family rental communities in the Southeastern United States.
Residence Inn by Marriott Seattle Sea-Tac Airport	Operator of hotels and restaurants focused on convenient home base stay and business trips. The company offers 170 pet-friendly suites, complimentary 24-hour airport shuttle service, rooftop patio, free fast Wi-Fi and a 24-hour convenience store, thereby enabling customers to stay in each spacious suite with convenience.	The company was acquired by MCR Development, via its financial sponsor Ingleside Investors, through an LBO on October 29, 2021 for an undisclosed sum.
RMS Beauty	Manufacturer and seller of beauty products for women. The company offers organic skincare items such as eye shadow, mascara, lip balm, skin powder, nail polish and contour powder, ensuring healthy and clean beauty products.	The company was acquired by Highlander Partners through an LBO on October 8, 2021 for an undisclosed sum.
Sierra Homes	Provider of construction services intended for veterans and current government employees. The company specializes in building homes, helping clients with loan processes and on-time completion.	The company was acquired by 1847 Holdings through a \$24.86 million LBO on October 11, 2021. 1847 Holdings expects latest transactions will allow it to begin regular quarterly common stock dividend payments.
Stanton Carpet	Manufacturer and designer of decorative carpets and soft flooring products intended to serve the consumer, businesses and decorative market. The company specializes in offering a range of products including decorative carpets, such as wool tufted textures, flat-weaves, thick Berbers, wool blends, synthetic and natural fiber products as well as custom rugs through flooring dealers, distribution and fabrication partners to its clients.	The company was acquired by Dunes Point Capital, its management and a group of co-investors through an LBO on October 4, 2021 for an undisclosed sum. The transaction was supported by debt financing in the form of a loan from Churchill Asset Management and Antares Capital.

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Ste. Michelle Wine Estates	Operator of wine estates in Washington, Oregon and California regions of USA as well as Italy, New Zealand and France. The company's wine estate engages in the production of various kinds of wine including red wine, white wine and other related products.	The company, a subsidiary of Altria Group was acquired by Sycamore Partners Management through an estimated \$1.2 billion LBO on October 1, 2021. With the acquisition, the company will work with Sycamore Partners Management to build its position as the largest wine company in the Pacific Northwest and the third-largest premium wine company in the United States.
TeachingBooks	Provider of online educational material committed to equitably give all readers insights and opportunities that deepen their understanding and joy of children's and young adult books. The company offers a large database of curated materials including literacy and standards connections, booklists and collection analysis, teaching ideas, diverse books toolkit and readers' advisory along with vocabulary lists and interactive games used in the K-12 schools, enabling readers to enrich their relationship to the books they are reading.	The company was acquired by OverDrive, via its financial sponsor Kohlberg Kravis Roberts, through an LBO on October 7, 2021 for an undisclosed sum. The acquisition will enhance OverDrive's Sora reading app and platform to serve K-12 schools around the world.
Temporary Housing Directory	Provider of temporary housing and relocation services catering to the needs of policyholders, insurance adjusters, relocation professionals, business travelers on temporary assignment and catastrophe teams. The company assists displaced businesses through its commercial solutions team built to locate temporary spaces for operations and source the amenities necessary to quickly resume normal business activity and provides accommodations to insureds that have been displaced from an insurance claim, ensuring an efficient and cost-effective placement process.	The company was acquired by Alacrity Solutions, via its financial sponsor Kohlberg & Company, through an LBO on October 1, 2021 for an undisclosed sum.
The Bountiful Company (Sports and Active Nutrition Division)	Operator of sports and active nutrition portfolio focused on powerful and complementary growth brands. The portfolio consists of health and wellness brands, efficacy protein powders, meal replacements and lifestyle brands focused on balanced nutrition.	The business division was acquired by 4x4 Capital through an LBO on October 4, 2021 for an undisclosed sum.

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Toleamar	Manufacturer and supplier of branded and private-label accessories for utility terrain vehicles, all-terrain vehicles and motorcycles. The company offers a wide range of aftermarket parts and accessories including custom handlebars, cables, exhaust systems, clutch kits and tuners, thereby providing Powersports enthusiasts with personalized styling and performance improvements.	The company was acquired by Bruckmann, Rosser and Sherrill & Company through an LBO on October 20, 2021 for an undisclosed sum.
TruSkin	Manufacturer of skincare products based in Seattle, Washington. The company's all-natural and organic product offering includes serum, toners, moisturizers, cleansers and skincare kits that feature key antioxidants, nutrients and botanical actives, enabling individuals to protect, heal and restore skin for a healthy, visibly enhanced complexion.	The company was acquired by Eu Natural, via its financial sponsor American Pacific Group, through an LBO on October 6, 2021 for an undisclosed sum. The acquisition provides Eu Natural with a differentiated skincare brand with leadership in the fast-growing serums category.
University Auto Recyclers	Operator of an automotive recycling facility intended for foreign and domestic cars and light trucks, vans and SUVs. The company offers rebuilt engines, used parts, car selling services, remanufactured engines, diesel applications and used auto parts, thereby providing quality recycled parts that are cleaned and tested.	The company was acquired by Fenix Parts, via its financial sponsor Stellex Capital Management, through an LBO on October 11, 2021 for an undisclosed sum.