

## Consumer Products and Services Deals for August 2022

Company Name	Description	Deal Synopsis
37th Street Bakery	Manufacturer and supplier of baked goods based in Chicago, Illinois. The company specializes in a variety of laminated dough products such as croissants, butter flake rolls, danish pastries and signature bread, providing fresh-baked goods through the food service, casual dining, quick-serve restaurant, grocery and convenience store channels.	The company was acquired by Parallel49 Equity, 13th Floor Investments, Mr. Haq Chaudary and a consortium of North American family offices through an LBO on August 17, 2022 for an undisclosed amount.
4 Seasons Car Wash	Provider of car wash and self-serve services across Central New York. The company provides safe, brand-new state-of-the-art car wash equipment, that includes an all-foam wash tunnel, wheel boss, quality soaps from the industry, ceramic coating, hot wax and drying equipment, providing its clients most up-to-date and efficient car wash experience.	The company was acquired by Splash Car Wash, via its financial sponsor Palladin Consumer Retail Partners, through an LBO on August 29, 2022 for an undisclosed amount.
AEGIS Dental Network	Publisher of oral health news and magazines catering to clinicians, technicians, hygienists and assistants. The company's platform provides insight into healthcare publishing, education and multimedia communications through articles, archives and ebooks, providing purposeful content designed to enhance their customer's practice and patient care.	The company was acquired by BroadcastMed, via its financial sponsors 424 Capital and Eagle Private Capital, through an LBO on August 18, 2022 for an undisclosed amount.
All Turf	Provider of lawn care services intended to serve customers throughout Metro Atlanta. The company offers lawn care, lawn core aerations, fertilization and weed control, shrub and tree treatments, fire ant control and other services, thereby revitalizing the lawn and making it weed-free.	The company was acquired by Turf Masters, via its financial sponsor CenterOak Partners, through an LBO on August 30, 2022 for an undisclosed amount. The acquisition will provide capital to support the growth of the company.
AutoSigma	Provider of automotive technology services intended to help dealers sell more while spending less. The company offers various that include improved conversion rates, product development, dedicated vehicle landing pages and other related features, thereby helping clients by maximizing their return on investment.	The company was acquired by PureCars Technologies, via its financial sponsors Diversis Capital and Stage 1 Ventures, through an LBO on August 9, 2022 for an undisclosed amount.

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Barefoot Scientist	Producer of body and foot care products designed to prevent and treat conditions related to the feet. The company's product catalog includes blister spray, hydration therapy, shower scrub, healing cream, pain relief cream, pumice stone, insole grips, toe stretcher, and seasonal essentials among others, enabling individuals to combat dry skin, calluses, unhealthy nails, and aches.	The company was acquired by Japonisque, via its financial sponsors Topspin Consumer Partners and Graycliff Partners, through an LBO on August 16, 2022 for an undisclosed amount.
Bay State Fuel Oil	Provider of home heating oil and heating and air conditioning services in Western Massachusetts and Connecticut. The company specializes in offering multiple services including fuel delivery, oil heat equipment, natural gas-fired heating system, furnace heating system, gas boiler services, water heater and air conditioning system installation, thereby offering heating oil delivery and home comfort services to customers.	The company was acquired by Dead River, via its financial sponsor Redwood Capital Investments, through an LBO on August 10, 2022 for an undisclosed amount.
Bombtech Golf	Provider of golf products intended for golf drivers, woods and wedges at direct-to-consumer prices. The company's products are made using durable materials and are affordable, thereby enabling users to buy affordable golf products with better performance and value combined.	The company was acquired by Agora Brands, via its financial sponsors Maverix Private Equity, Foundation Capital and Victory Park Capital, through an LBO in approximately August 2022 for an undisclosed amount.
Camper City	Operator of a recreational vehicle retail center based in Buford, Georgia. The company's services include the sale of used and new recreational vehicles, motor homes, towable recreational vehicles, recreational vehicle spare parts and servicing of motor homes, enabling clients to receive safe and durable motor homes as per their requirements at affordable prices.	The company was acquired by RV Retailer, via its sponsor Redwood Capital Investments, through an LBO on August 18, 2022 for an undisclosed amount.
Contemporary Contractors	Provider of plumbing and HVAC services based in Irving, Texas. The company offers a range of services including painting, resurfacing, housekeeping, flooring and HVAC services, helping homeowners to maintain their property.	The company was acquired by Valet Living, via its financial sponsor GI Partners, through an LBO on August 17, 2022 for an undisclosed amount.

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Country Meats	Provider of meat products based in Ocala, Florida. The company offers a wide range of flavors that include sweet maple bacon, chili cheese, sweet fire, pepperoni and other flavors.	The company received development capital from Union Capital on an undisclosed date. As a result of the transaction, the company was recapitalized.
CoxReps	Provider of television advertising services based in New York, United States. The company focuses on research, content and sales, thereby striving to maximize revenue for client stations and provide value to agency partners.	The company, a subsidiary of Cox Media Group, was acquired by One Equity Partners through an LBO on August 15, 2022 for an undisclosed amount.
Dick Hill and Son Heating and Air Conditioning	Provider of heating, ventilation and air conditioning services based in Houston, United States. The company offers residential and commercial heating and air conditioning sales, installation, maintenance and repair services.	The company was acquired by Unique Indoor Comfort, via its financial sponsor Grove Mountain Partners, through a \$3 million LBO on August 19, 2022.
East Coast Collision	Provider of vehicle repair and auto body services intended to minimize the hassle of collision damage. The company specializes in the repair and refinishing of automobile car bodies, chassis and car accessories after collisions, delivering services that are environmentally sound and economical.	The company was acquired by Classic Collision (Georgia), via its financial sponsor New Mountain Capital, through an LBO on August 21, 2022 for an undisclosed amount.
Evolution Fresh	Producer of natural and organic juice products. The company makes a variety of fresh fruits and vegetable flavored juices, enabling clients to have cold-pressed processed juice products.	The company, a subsidiary of Starbucks, was acquired by Bolthouse Farms, via its financial sponsors Apollo Investment Corporation BDC, Butterfly Equity, Shumway Capital, Rabo Investments and Northleaf Capital Partners, through an LBO on August 1, 2022 for an undisclosed amount. Through this acquisition, Bolthouse Farms will expand its beverage offering from nutrient-dense, plant-powered juices and smoothies to include the full lineup of the company's primarily organic, cold-pressed and premium juices.

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ExperiGreen Lawn Care	Provider of lawn care services based in Mishawaka, Indiana. The company offers lawn fertilization and weed control, yard mosquito control, tree and shrub care programs and professional lawn seeding, lawn disease treatment, professional lawn aeration, grub and fire ant control services backed by their national team, helping clients with their unique and personalized needs.	The company was acquired by Huron Capital through an LBO on August 11, 2022 for an undisclosed amount.
FaR OUT Volleyball Club	Operator of a volleyball club. The company operates and organizes volleyball games.	The company was acquired by 3 STEP Sports, via its financial sponsor Juggernaut Capital Partners, through an LBO on August 31, 2022 for an undisclosed amount.
Fast Lane Car Wash & Quick Lube	Operator of a car care facility based in Brewster, New York. The company offers tire services, oil changes, car washes, brake pad and rotor installations, fluid exchange and other services, thereby providing comprehensive preventative maintenance and repair services in a convenient and professional environment.	The company was acquired by Splash Car Wash, via its sponsor Palladin Consumer Retail Partners, through an LBO on August 9, 2022 for an undisclosed amount. As a part of acquisition, Splash Car Wash plans to convert the site to an express wash with the addition of free self-service vacuums, pay gates and substantial equipment upgrades.
First Scout Productions	Provider of professional video film services intended for college-bound student-athletes. The company specializes in game filming, recruitment filming, editing and multi-field recruiting event coverage services, thereby helping college coaches and their staff to evaluate prospective student-athletes.	The company was acquired by 3 STEP Sports, via its financial sponsor Juggernaut Capital Partners, through an LBO on August 25, 2022 for an undisclosed amount.
Fitness Anywhere	Provider of fitness equipment and workout programs intended for beginners, athletes, runners, yogis, cyclists, cross-trainers and combat athletes. The company specializes in fitness training equipment, workout programs, education courses, suspension training and bodyweight-based exercise method, thereby offering a complete line of highly effective, versatile and portable fitness equipment for unparalleled full-body workouts.	The company was acquired by JFXD Capital, Mr. Jack Daly and Mr. Randy Hetrick through an LBO on August 29, 2022 for an undisclosed amount.

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Flavor Advantage	Manufacturer of sweet flavors based in Naples, Florida.	The company was acquired by Brookside Flavors & Ingredients, via its financial sponsor Brookside Equity Partners, through an LBO on August 1, 2022 for an undisclosed amount.
Floors 2000	Distributor and importer of ceramic and porcelain tiles based in Pensacola, Florida. The company's range of products includes luxury vinyl plank (LVP), porcelain, mosaic and recycled glass tile, thereby delivering through flooring dealers, distribution and fabrication partners to its clients.	The company was acquired by Stanton Carpet, via its financial sponsor Dunes Point Capital, through an LBO on August 2, 2022 for an undisclosed amount.
Freeman (Oak Brook)	Retailer of personal care products based in Oak Brook, Illinois. The company offers branded skincare and hair care products marketed through mass drug chains and grocery chains, helping customers take care of themselves.	The company was acquired by Sarah Michaels, via its financial sponsor General Management Group, through an LBO on an undisclosed date.
Freeze-Dry Foods	Manufacturer of freeze-dried products based in Albion, New York. The company offers a wide range of products including freeze-dried meats, poultry, vegetables and fruits as well as it provides camping and backpacking meals, private labeling and pet treats and food, thereby fulfilling all of the client's freeze-dried foods needs.	The company was acquired by Mercer Foods, via its financial sponsor Entrepreneurial Equity Partners and Mubadala Capital Ventures, through an LBO on August 22, 2022, for an undisclosed amount.
Gorilla Car Wash	Provider of car washing services across Utah. The company offers services including hard water removal, heavy tar removal, headlight restoration, heavy compounding, interior detail and free vacuums, enabling customers to avail of the required services for their vehicle.	The company was acquired by Quick Quack Car Wash, via its financial sponsor Seidler Equity Partners, through an LBO on August 16, 2022 for an undisclosed amount.
Hitco Entertainment	Operator of a music and entertainment company intended to create, produce, record and distribute artist-recorded music. The company is engaged in the production and distribution of music with a focus on artist development, content creation and cross-platform content.	The company was acquired by Concord Music, via its financial sponsor Wood Creek Capital Management, through an LBO on August 11, 2022 for an undisclosed amount.

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Hiwan Golf Club	Operator of an 18-hole golf course based in Evergreen, Colorado. The company focuses on activities for golf, tennis and pickleball and also hosts events for weddings, golf tournaments and business conferences.	The company was acquired by Concert Golf Partners, via its financial sponsors Blackstone, Clearlake Capital Group and Fireside Investments, through an LBO on August 26, 2022 for an undisclosed amount.
Hoop Group	Operator of a basketball company intended to fulfill the dreams of players, coaches and parents by providing the best instruction, competition and exposure. The company engaged in operating sporting and recreational camps, such as boys' and girls' camps, elite summer camps, skills summer camps and tournaments, thereby providing students a platform to showcase those skills in front of college coaches.	The company was acquired by 3 STEP Sports, via its financial sponsor Juggernaut Capital Partners, through an LBO on August 29, 2022 for an undisclosed amount.
JL Hurt	Manufacturer of portable restrooms intended for use in special events, construction sites and weddings. The company offers standard and handicap toilets, sinks, sanitizer stands and holding tanks, providing clean restrooms that are suitable to clients' needs.	The company was acquired by Lakeshore Recycling Systems, via its financial sponsor Macquarie Asset Management, through an LBO on August 1, 2022 for an undisclosed amount.
JustGasTanks	Supplier of fuel tanks intended for motorcycles, enduros and all-terrain vehicles. The company offers gas tanks, diesel truck tanks, dirt bike gas tanks, truck gas tanks as well as other motor accessories and parts.	The company was acquired by Mercent Capital Group through an LBO on an undisclosed date.
L&L Pool Service	Provider of pool services intended for residential and commercial sectors. The company offers vacuum, brushing and skimming the surface of the pool, repair services and fountain services.	The company was acquired by E-Konomy Pool Service & Supply, via its financial sponsor Brightvision Capital Partners, through an LBO on August 1, 2022 for an undisclosed amount.
Lawn Pride	Provider of professional lawn care and treatment services intended for customers across Central Indiana. The company offers services including fertilization, aeration, weed control, grub control, pest control and tree and shrub protection, helping customers maintain a healthy lawn.	The company was acquired by Neighborly, via its financial sponsor Kohlberg Kravis Roberts, through an LBO on August 23, 2022 for an undisclosed amount.

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Left/Right	Operator of a television production company focused on documentary content. The company specializes in the development and production of documentary filmmaking with the look and feel of scripted television and comedies and covers a wide variety of topics.	The company, a subsidiary of Red Arrow Studios was acquired by Chernin Entertainment, via its financial sponsor Providence Equity Partners through an LBO on July 6, 2022 for an undisclosed amount.
Lexus of Sarasota	Provider of automobile services based in Sarasota, Florida. The company offers a wide range of services that include used car sales, financing, vehicle maintenance, wheel alignment and other associated services, thereby helping clients in covering all of their automotive needs.	The company was acquired by Morgan Auto Group, via its financial sponsor Redwood Capital Investments, through an LBO on August 17, 2022 for an undisclosed amount.
Linear Roofing & General Contractors	Provider of roof replacement and repair services intended to serve across the southern United States. The company offers residential, commercial and multi-family roofing and maintenance services for both low slope and steep slope structures, serving property managers and commercial building owners with stable, reliable and long-lasting services.	The company was acquired by Capital Construction, via its financial sponsor O2 Investment Partners, through an LBO on August 4, 2022 for an undisclosed amount.
LUV Car Wash (Van Nuys and Reseda)	Two-car wash company locations based in Van Nuys and Reseda, California.	The two car wash locations were was acquired by LUV Car Wash, via its financial sponsor Susquehanna Private Capital, through an LBO on August 5, 2022 for an undisclosed amount. The asset is no longer actively tracked by PitchBook.
Meridian Flavors	Producer of food flavors focused on bakery, beverage, brewery, confection, dairy and pet food markets. The company specializes in natural, non-genetically modified organisms (non-GMO) and organic flavors, delivering flavor systems that pair nutrition and flavor for delicious results.	The company was acquired by FlavorSum, via its financial sponsor The Riverside Company, through an LBO on August 25, 2022 for an undisclosed amount.

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Mr. Squeaky Car Wash	Operator of a car wash and detailing center based in Pompano Beach, Florida. The company specializes in offering car wash services including express car wash, full-service car wash, ultimate express car wash, interior and exterior car wash, deluxe car wash and basic daily car wash, thereby enabling customers to clean their cars as per requirements.	The company was acquired by Mammoth Holdings, via its financial sponsors Red Dog Equity and The Pritzker Organization, through an LBO on August 11, 2022 for an undisclosed amount.
NearU Services	Provider of essential home services with a focus on HVAC, plumbing and electrical services. The company offers HVAC maintenance, repair, replacement and installation services, enabling residential and commercial clients to get quality assistance across North Carolina and South Carolina.	The company was acquired by Freeman Spogli through an LBO on August 17, 2022 for an undisclosed amount. The transaction was supported by debt financing led by Carlyle Global Credit and Churchill Asset Management along with participation from Jefferies Credit Partners and Varagon Capital Partners. The acquisition will enable the company to expand into new markets across the United States through strategic acquisitions and partnerships and to further strengthen its operational capabilities, including making additional investments in its team members, training and technology.
New Era Cap	Manufacturer of caps and headwear intended for men, women and kids. The company offers caps, headwear and other accessories such as apparel, jackets and backpacks, enabling customers to obtain quality products through its online selling platform.	The company was acquired by ACON Investments, NFL Players Association, National Basketball Association and MLB Advanced Media through an LBO on August 4, 2022 for an undisclosed amount. The company was rolled into the continuation fund ACON Equity Partners IV from ACON Strategic Partners II on August 4, 2022.
NYS Pool Management	Provider of pool management services intended to serve customers in North America. The company offers a wide range of services that include opening and closing of pool, filling out all paperwork, maintaining all day-to-day operations of running the facility, repairs, maintenance, risk management, pool-related special events and staffing, thereby helping customers with quality and customer-centric services.	The company was acquired by Arch Amenities Group, via its financial sponsor CI Capital Partners, through an LBO on August 1, 2022 for an undisclosed amount.



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Palm Paper Supply	Operator of a website for food service and janitorial sanitation products across Florida. The company specializes in offering multiple products including janitorial supplies, skin and personal care, food and beverages, facilities maintenance and hardware products, thereby offering customers products online.	The company was acquired by Imperial Dade, via its financial sponsors Advent International, Audax Group and Bain Capital through an LBO on August 5, 2022 for an undisclosed amount.
Parker Products	Manufacturer of specialty ingredients food products intended to offer taste, texture and visual appeal in the food to its clients. The company offers creative inclusions, flavor systems and grinds like agave-glazed quinoa, blueberry-rosemary fruit, natural peppermint candy grinds, sweet, savory, specialty baked items, enabling its clients to build brands by availing more appealing mouthfeel, a striking flavor, or a delicious appearance in its food products.	The company was acquired by Investindustrial through an LBO on August 10, 2022 for an undisclosed amount. Through this acquisition, Investindustrial will building an Ingredient-Tech platform with the vision to create unique and innovative solutions for the food industry.
Pat's Heating & Air Conditioning	Provider of HVAC services across the greater Milwaukee area. The company offers air conditioning repair, heating repair, heat pumps, humidifiers & dehumidifiers and air conditioning installation.	The company was acquired by Heartland Home Services, via its financial sponsors Cobepa and The Jordan Company, through an LBO on August 12, 2022 for an undisclosed amount.
Pole Position Raceway	Operator of kart racing course intended to create an exciting environment where casual drivers and professional racers have a chance to test their skills against one another on equal terms. The company provides European indoor go-karts that are capable of approaching 45 mph speed with a quarter-mile length race course, thus introducing new people to the world of motorsports while giving racers and fans an experience that they will want to share with friends.	The company was acquired by K1 Speed, via its financial sponsor Outlier., through an LBO on August 2, 2022 for an undisclosed amount.

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Slickstream	Operator of cloud-based internet content publishers platform intended to serve bloggers and content creators.. The company offers intelligent site search with data-driven content recommendations through data analytics, enabling users to get access to desired content as per their interest and plans.	The company was acquired by CafeMedia, via its financial sponsor ZMC, through an LBO on August 24, 2022 for an undisclosed amount.
Sports Endeavors	Retailer of soccer, lacrosse and rugby based in Hillsborough, North Carolina. The company is a leading multi-sport and multi-channel retail company that showcases an unrivaled selection of merchandise from brands such as Adidas, New Balance, Nike, PUMA, Under Armour and more, thereby providing sports gear to sports teams, players, parents, coaches and fans around the world.	The company was acquired by Seawall Capital through an LBO on August 22, 2022 for an undisclosed amount.
Stay Cool Air Conditioning & Heating	Provider of residential home services catering to Tampa Bay and the surrounding areas. The company offers a full range of residential services including air condition installment and repair, heating installation and maintenance, general service needs and replacements, helping clients by providing responsible service at the lowest possible cost.	The company was acquired by Southeastern Home Services, via its financial sponsor WhitneyWilder, through an LBO on August 15, 2022 for an undisclosed amount.
Stor-All Storage	Provider of self-storage services based in Deerfield Beach, Florida. The company offers a wide range of services that include small, short term and affordable self-storage services, thereby helping clients with clean, friendly and convenient storage service.	The company was acquired by StorageMart, via its financial sponsors GIC and Cascade Investment, through an LBO on August 22, 2022 for an undisclosed amount.

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The Compass School	Operator of an educational institution intended to develop creative, well-informed and instructed individuals. The company offers summer camp, enrichment classes, pre-schooling and specializes in reggio emilia educational programs, enabling young children to stimulate physical, social, emotional and intellectual growth.	The company was acquired by The Gardner School, via its financial sponsor Quad Partners, through an LBO on August 26, 2022 for an undisclosed amount.
The Raw Connection	Distributor of raw food focusing on animal health. The company specializes in food, treats and supplies for cats and dogs via its online store as well as services including dog training, local pet rescues and nutritional counseling, helping customers take care of their pets.	The company was acquired by Healthy Spot, via its financial sponsors Monogram Capital Partners and Venice Brands, through an LBO on August 22, 2022 for an undisclosed amount.
The Tranzonic Companies	Manufacturer of commercial and industrial supplies intended for commercial, industrial, institutional and business consumer sectors. The company offers a variety of disposable sanitary supplies, maintenance, consumable cleaning and safety products, restroom supplies, sorbents and other safety products, thereby enabling clients to get an unsurpassed portfolio of absorbents and personal protection products.	The company was acquired by Peak Rock Capital through an LBO on August 16, 2022 for an undisclosed amount.
Tobacco Superstore	Operator of a chain of tobacco stores serving customers with products according to their needs. The company offers tobacco products, hookahs, electronic cigarettes, smokeless tobacco as well as other products including snacks, candy and non-alcoholic beverages.	The company was acquired by Smoker Friendly, via its financial sponsor Main Street Capital BDC, through an LBO on August 1, 2022 for an undisclosed amount.
Today's Class	Operator of interactive online learning system intended for the secondary schools, career centers and technical colleges. The company offers content courses in health science, automotive, cosmetology, agriscience and workplace readiness, thereby preparing students for high-stakes testing and entry-level careers.	The company was acquired by iCEV, via its financial sponsor The Riverside Company, through an LBO on August 16, 2022 for an undisclosed amount. The acquisition will allow iCEV to further expand its content offering with the addition of automotive and cosmetology courses and increase depth within its agricultural and health sciences curriculum offering.

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United Real Estate   Fortune	Operator of real estate agency serving Long Island and New York borough. The company provides expert representation for residential, commercial, multi-family, land and rental properties, helping clients to acquire property for a competitive price.	The company was acquired by United Real Estate Group, via its financial sponsors McCarthy Capital and ABRY Partners, through an LBO on August 8, 2022 for an undisclosed amount. The acquisition allows United Real Estate Group to expand into New York State and the New York City area for the first time and expands its service footprint to one of the most exciting, diverse and competitive real estate markets in the world.
Water Lilies	Producer of frozen Asian appetizers and entrees intended to deliver quality food products to its customers. The company's products include egg rolls, spring rolls, potstickers, dumplings and a variety of noodles in both vegetarian and meat options that are natural, organic, gluten-free primarily sold through supermarkets, club, mass stores, restaurants and ethnic markets, enabling customers to enjoy tasty and healthy meals.	The company was acquired by Blue Point Capital Partners through an LBO on August 31, 2022 for an undisclosed amount.
Wilde Honda	Operator of car dealership serving the greater Milwaukee area. The company specializes in offering multiple services including new cars, used vehicles, car services and car parts, thereby enabling customers with an automotive showroom for all needs.	The company, a subsidiary of Wilde Automotive Group was acquired by Morgan Auto Group, via its financial sponsor Redwood Capital Investments, through an LBO on August 17, 2022 for an undisclosed amount.
Wilde Jaguar Sarasota	Operator of car dealership based in Sarasota, Florida. The company specializes in offering multiple services including New cars, used vehicles, car finance, car services and car parts, thereby enabling customers with an automotive showroom for all needs.	The Jaguar Land Rover business of Wilde Automotive Group was acquired by Morgan Auto Group, via its financial sponsor Redwood Capital Investments, through an LBO on August 17, 2022 for an undisclosed amount.
Wildfire Volleyball Academy	Operator of a volleyball academy intended to train middle school kids and create opportunities to play volleyball for low-income families. The company offers a volleyball academy training program, thereby enabling customers to transform the lives of their children through sports participation.	The company was acquired by 3 STEP Sports, via its financial sponsor Juggernaut Capital Partners, through an LBO on August 1, 2022 for an undisclosed amount.

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WilliamsMarston	Provider of accounting advisory and management consulting services intended for public, private equity-backed and pre-IPO companies. The company advises and manages rapid growth and transformation including mergers, acquisitions, carve-outs, spin-offs, initial public offerings and restructuring, enabling clients to accelerate their audit, reduce risk and save time.	Align Capital Partners sold its stake in the company to Kelso Private Equity on August 25, 2022.
Zerorez Franchising Systems	Operator of a cleaning company intended to serve residential and commercial customers through franchisees in North America and the United Kingdom. The company offers cleaning services for carpets, rugs, upholstery, mattresses, air ducts and granite countertops, thereby providing a natural alternative to traditional chemical-based cleaning.	The company was acquired by Banner Ventures through an LBO on August 15, 2022 for an undisclosed amount. The transaction was supported by debt financing in the form of a loan from KeyBank.