



FENWICK BRANDS

INVESTMENT CRITERIA:

Fenwick invests exclusively in Consumer Packaged Goods companies that have strong, high-potential brands but require capital, strategy or operational expertise to grow. We look at potential portfolio companies holistically and take a diligent approach to our capital, both human and financial. With that in mind, we look for companies that seek a partner not just an investor.

OPERATING PROFILE:

- Revenues: \$5-\$50M
- EBITDA \$0-\$10M

TRANSACTION PROFILE:

- Owner or Management-led buyouts
- Growth capital investments
- Recapitalizations
- Corporate carve outs
- Turnarounds (in select situations)

INVESTMENT APPROACH:

- Fenwick has the equity capacity to be a minority or majority partner
- We encourage current management participation in the equity structure
- Co-investments considered

FENWICK BRAND PROFILE:

- Clear opportunity for expansion
- Differentiated and defensible
- No private label or commodity products

REPRESENTATIVE SECTORS:

- Food & Beverage
- Household Products
- Pet Products
- Personal Care
- Health & Wellness
- Lawn & Garden

GEOGRAPHY:

- Brands with a strong local or regional following
- Ability to scale to a national platform

OUR VALUES:

- We are investment partners with significant operational and management experience
- We bring blue-chip industry experience building brands but understand how to leverage at the small brand level
- We maintain a limited portfolio so we can work directly with you to build your business

SPECIFIC AREA OF EXPERTISE:

- Growth strategies, both organically and through innovation
- Distribution expansion in current and new channels
- Brand building equity
- Margin improvements via working capital efficiency
- Build out of human capital to augment existing management team
- Shared services to help leverage spend and back house operations

CONTACT: INFO@FENWICKBRANDS.COM