

Our Approach

Specialized

Dedicated industry vertical teams bring true domain expertise

Thematic

Target subsectors based on relevant investment themes and trends

Operational

Hands-on approach to operational value creation

Founder Friendly

Over 80% of investments entrepreneur-owned and operated at close

120+ investments completed and \$2.6B capital raised and managed since inception

Investment Criteria

Preference for entrepreneur-owned businesses

Ownership	Control deals; preference for >50%
Location	North America
EBITDA	\$4MM to \$35MM
Equity Investment	\$40MM to \$225MM
Financial Profile	Asset-efficient, high growth

Investment Opportunities



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Select Consumer Portfolio Companies

MAGIC SCIENCE CORPORATION	July 2025	Vertically integrated omnichannel manufacturer and marketer of hypochlorous acid products, including Magic Molecule Skin Spray Add-On Criteria: Science-backed, ingredient-forward antimicrobial and skin health products
tubby todd BATH CO	July 2022	Omnichannel marketer of clean and effective baby and family personal care products focused on sensitive skin conditions
OLIVER WINERY	March 2021	Top 30 US winery focused on approachable, flavor-forward and low-ABV wines Add-On Criteria: Asset-lite wine brands sold in mass retail and/or DTC
Popcornopolis	April 2019; Exited Sep. 2021	Omnichannel manufacturer of premium-quality, ready-to-eat indulgent popcorn with significant e-commerce footprint
Long Island Iced Tea	June 2016; Exited Jul. 2025	Leading cocktail mix brand offering a complete line of premium non-alcoholic mixers and spirit-based ready-to-drink cocktails
DR. Fresh	May 2012; Exited Dec. 2016	Provider of branded and licensed personal care products. #1 children's oral care brand, Firefly, and leading value brand, Dr. Fresh

Consumer Focus Areas

Food & Beverage

- Beverage mixes & enhancers
- Specialty & functional beverages
- Meal solutions, sauces, & condiments
- Food as medicine; foundational nutrition
- Indulgent treats & snacks
- BFY alternatives

Consumer Services

- Wellness, beauty and juvenile
- Franchises

Personal & Home Care

- Functional beauty
- Consumer health
- Pain relief, recovery & active lifestyle solutions
- Relaxation, sleep aids, & sexual health
- Juvenile & senior-focused
- Safety & accessibility solutions
- Cleaning & maintenance

Marketing Services

Value Creation Expertise

- Brand development
- Retail entry and distribution expansion
- Organizational design, recruiting, succession planning and leadership development
- Product innovation
- Route-to-market optimization
- Omnichannel sales execution
- Sales and marketing execution, including digital best practices
- Strategy development and performance management
- Supply chain cost savings and lean management

Consumer Team



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