

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

100% of Consumer 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

Leading hypochlorous acid manufacturer and marketer with brands including Magic Molecule, CleanSmart and SkinSmart

Add-On Criteria: Science-backed, ingredient-forward antimicrobial and skin health products



July 2022

Omnichannel marketer of clean and effective baby and family personal care products focused on sensitive skin conditions



March 2021

Top 35 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



April 2019;
Exited Sep. 2021

Omnichannel manufacturer of premium-quality, ready-to-eat indulgent popcorn with significant e-commerce footprint



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



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

» Products

- Active lifestyle solutions
- Consumer health products
- Convenient meal solutions
- Enthusiast products
- Functional food & beverage
- Functional personal care
- Home care products
- Skin care and hair care

» Services (incl. Franchises)

- Experiences & enrichment
- Experiential marketing
- Front office services
- Health & wellness
- Home & other personal services
- Omnichannel enablement

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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