



Q4 2022 Consumer & Retail Update

January 2023

LAKESIDE'S CONSUMER & RETAIL PRACTICE

Differentiated transaction experience across consumer & retail models and industries

MEET OUR CONSUMER & RETAIL TEAM



Tom Newell
Managing Director



Taylor Hanson
Partner



Matt Holcomb
Associate

- Our experience advising consumer & retail businesses is unmatched by firms of our size who serve the lower middle market
- We have executed dozens of transactions across all end markets with a combined transaction value of over \$4 billion
- We maintain regular dialogue with acquirers of consumer & retail businesses, including corporate buyers, private equity firms, and family offices

CONSUMER & RETAIL SUBSECTOR EXPERIENCE

Agribusiness
Branded Products
Foodservice
Health & Wellbeing
Licensed Products
Packaged Food
Private Labeled Products
Promotional Products
Restaurants

CONSUMER & RETAIL MODEL EXPERIENCE

Distribution
Manufacturing
Multi-unit
Retail (Brick & Mortar, E-Commerce)
Service

REPRESENTATIVE CONSUMER & RETAIL TRANSACTIONS

Marrinan Holdings
The Parent Company of:
Jardine ASSOCIATES **J&A** MARKETING
has been acquired by
KESWICK PARTNERS

VitalChoice
WILD SEAFOOD & ORGANICS
has been acquired by
1-800 flowers.com

WELER Recreation
has been recapitalized by affiliates of
White Brush Capital

WINCRAFT
has been acquired by
Fanatics

STICKY FINGERS BAKERIES
has been acquired by
CUSTOM FOODS INCORPORATED

Cabela's
has been acquired by
Bass Pro Shops
and
Goldman Sachs

TDBBS
DOG TREATS & CHEWS
has been acquired by
BregalPartners

QUIZINA
has been acquired by
JGC Joshua Green Corporation

CORPORATE IMAGING CONCEPTS
has been acquired by
BERKLEY CAPITAL, LLC

clearlink.
portfolio company of
PAMLICO CAPITAL
has been acquired by
SYKES

Bodek+Rhodes
has been acquired by
cb alphabroder
portfolio company of
LITTLEJOHN & CO.

Klement's
has been acquired by
Tall Tree Foods
portfolio company of
Altamont

AD ANDERSON DAYMON WORLDWIDE
has been acquired by
ACOSTA SALES & MARKETING

QK Inc.
Denny's DELTACO
has been recapitalized by
CC CM CAVE CREEK CAPITAL MANAGEMENT
Stewart Capital
SEACOAST CAPITAL

corepower YOGA
has been recapitalized by
CATTERTON partners

FUNKO
has been recapitalized by
FUNDAMENTAL CAPITAL

Note: Select transactions completed by Lakeside principals while at prior firms

INDUSTRY NEWS

Lakeside is committed to keeping our finger on the pulse of the consumer & retail market

WORTHWHILE READS

The articles below are taken from various industry periodicals, websites, and blogs from around the web that highlight key themes in consumer & retail.

2023 Retail Industry Outlook

Deloitte

"Massive demand fluctuations during the pandemic forced retailers to rethink archaic systems in favor of more pliable operations. They learned that rapidly evolving consumer preferences require more effective analytics and tools to build loyalty."

Read the article [here](#)

Monthly Retail Sales from the US Commerce Department

Retail Dive

"Today's retail sales report exceeded expectations, showing that despite ongoing inflationary pressure, consumers still have an appetite to spend."

Read the article [here](#)

Beyond Retail: Why Retailers Should Think 'Services' and 'Ecosystems'

McKinsey

"For retailers, service businesses represent a tremendous growth opportunity – and a way to start building ecosystems that satisfy more of consumers' needs."

Read the article [here](#)

Stress to the System – M&A Trends in Consumer and Retail

KPMG

"With price increases still a nagging consumer concern, the C&R sector experienced a dramatic decline in M&A activity in 2022 compared with the robust dealmaking of the previous year."

Read the article [here](#)

US Future Consumer Index: Spend or Save? A Tension of Economic Proportions

E&Y

"Despite a potentially looming recession and prices of goods at an all-time high, US consumers will continue to do what they do best – consume."

Read the article [here](#)

RECENT TRANSACTIONS

The transactions highlighted below were high profile transactions completed in the most recent quarter.



Marrinan Holdings

The Parent Company of:



has been acquired by



Jardine Associates and J&A Marketing, leading distributors of licensed and branded products into the collegiate and military end markets, were acquired by Keswick Partners.

Keswick Partners is a relationship-focused investment firm dedicated to supporting business owners and management teams' unique needs in the lower middle-market.

Lakeside Partners acted as exclusive financial advisor to Marrinan Holdings.



has been acquired by



PetCareRX, a leading e-commerce distributor of pet medications, food, and supplies, was acquired by PetMed Express.

PetMed Express is a leading distributor of pet medications, products, and services directly to consumers.



has been acquired by



Ouray Sportswear, a leading supplier for quality apparel and headwear to the destination, collegiate, golf, and corporate channels, was acquired by L2 Brands.

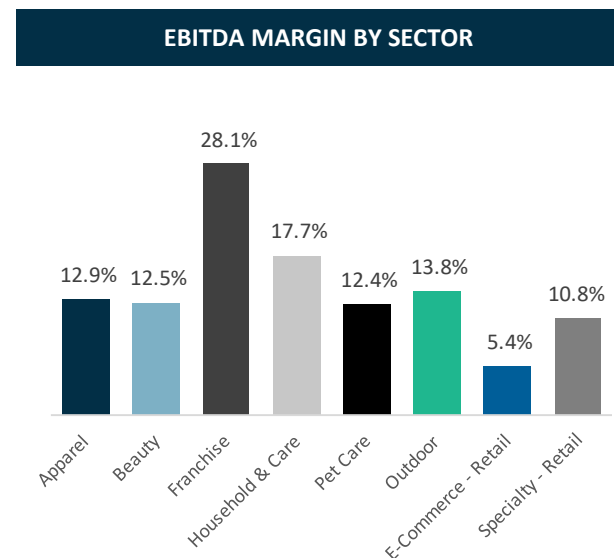
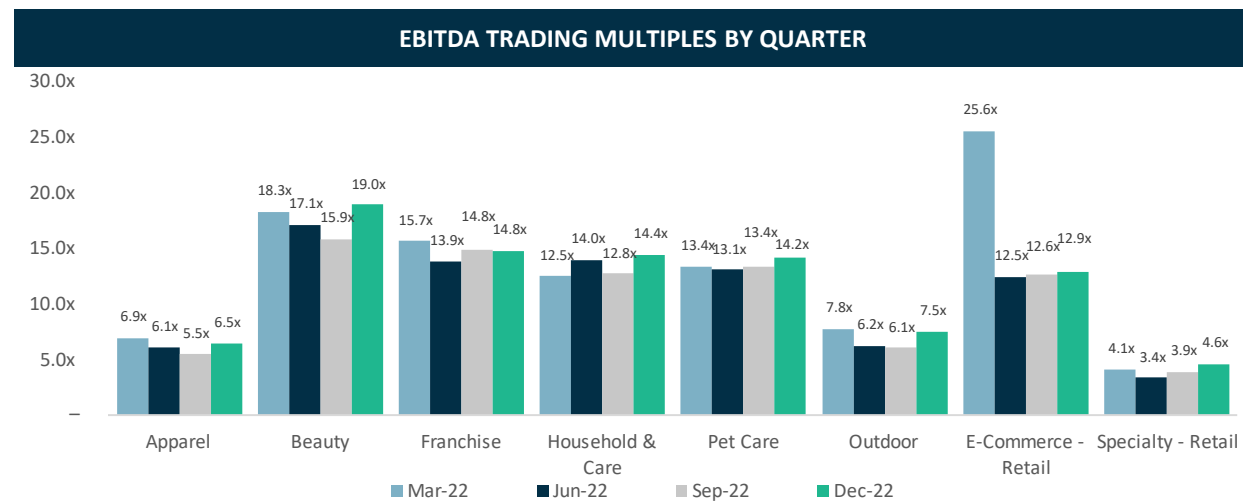
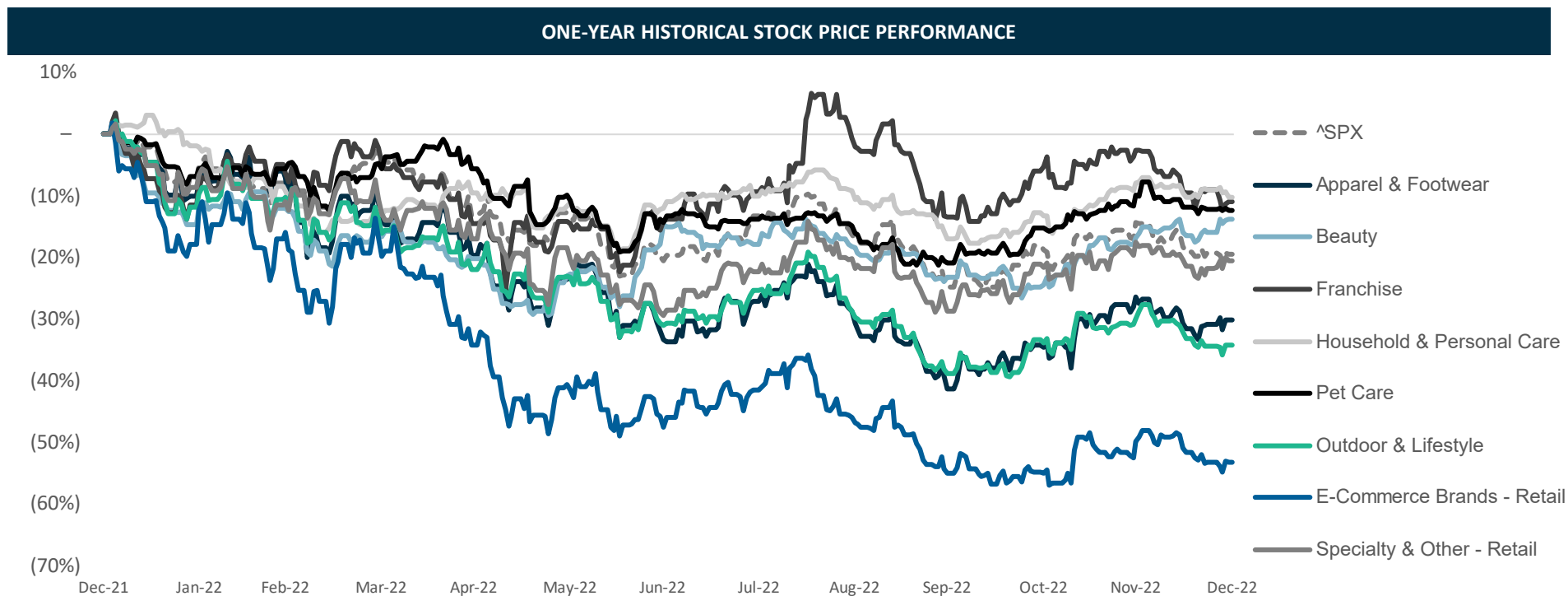
L2 Brands is a leading designer, manufacturer, and marketer of custom apparel and headwear.



Denotes a Lakeside Partners-led transaction

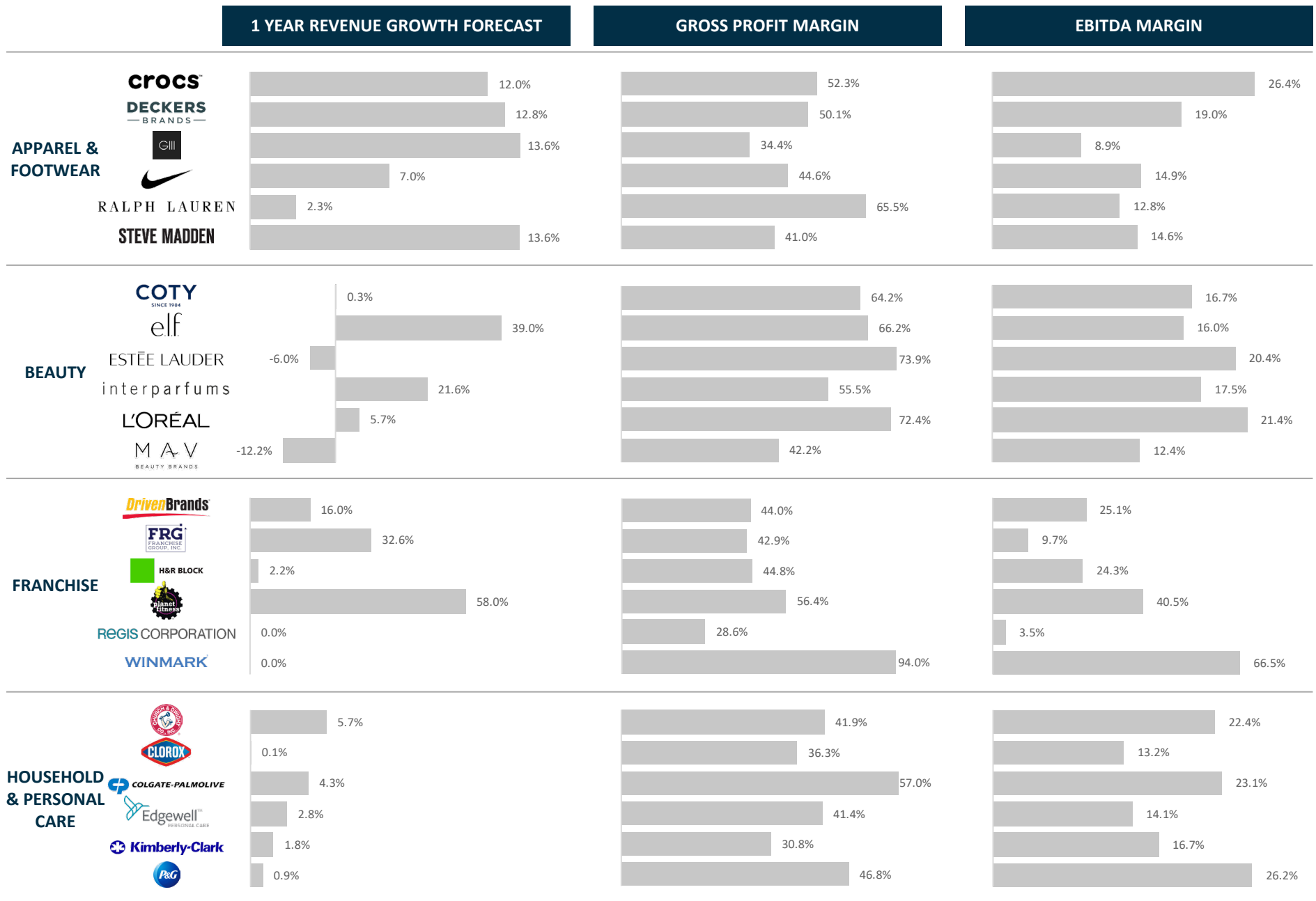
CONSUMER & RETAIL PUBLIC COMPANY PERFORMANCE

Below is a look at how publicly traded consumer & retail companies performed by sector



Source: Capital IQ

SELECT CONSUMER & RETAIL PUBLIC COMPANY BENCHMARKING BY SECTOR



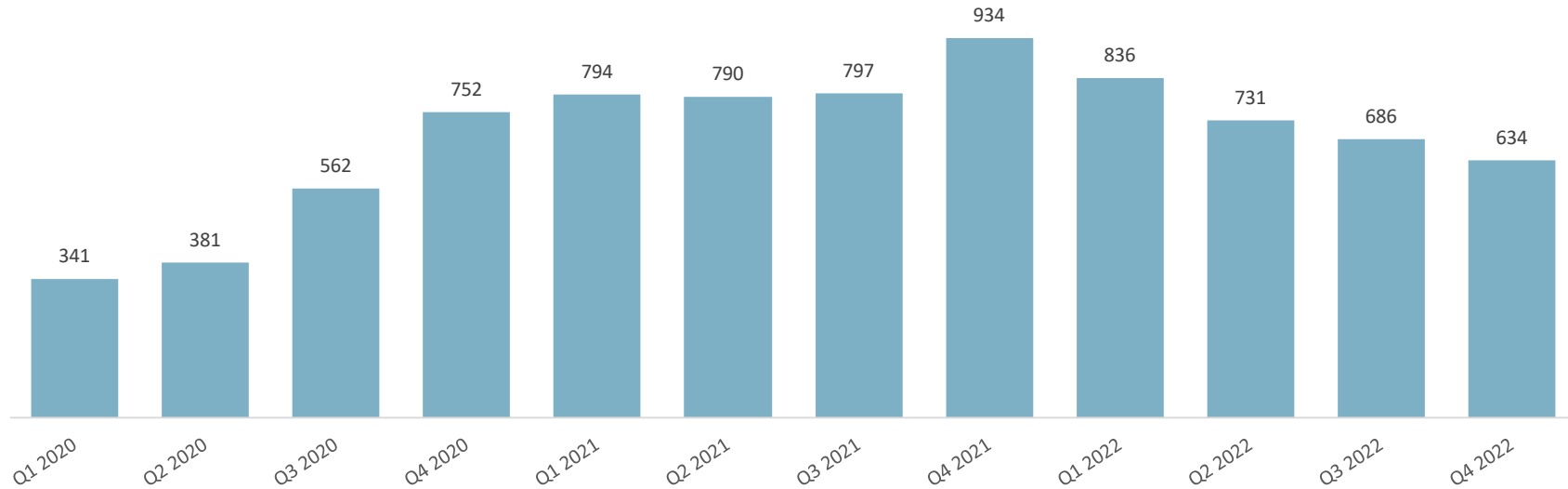
SELECT CONSUMER & RETAIL PUBLIC COMPANY BENCHMARKING BY SECTOR (CONT'D)



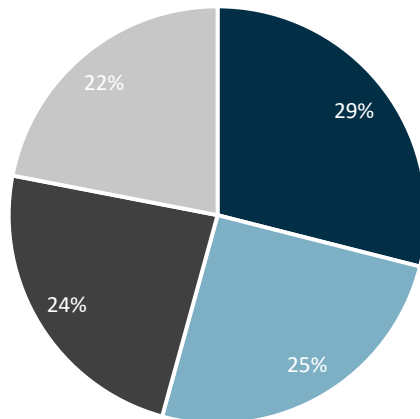
CONSUMER & RETAIL TRANSACTION DATA

Below is an overview of M&A volume by quarter for consumer & retail

NUMBER OF CONSUMER & RETAIL TRANSACTIONS BY QUARTER

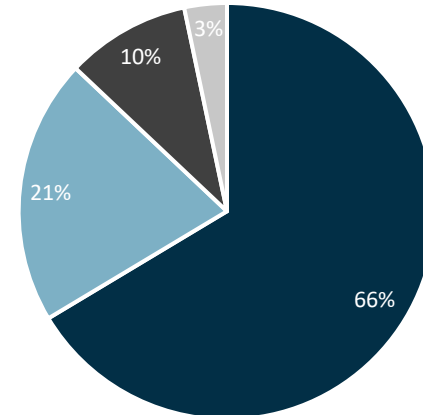


PERCENT OF TRANSACTION VOLUME COMPLETED BY QUARTER



■ Q1 2022 ■ Q2 2022 ■ Q3 2022 ■ Q4 2022

DISTRIBUTION OF TRANSACTIONS BY EV¹



■ \$0-\$50M ■ \$51-\$250M ■ \$251-\$1,000M ■ 1,000+M

SELECT RECENT CONSUMER & RETAIL TRANSACTIONS

Closed Date	Target Name	Business Description	Acquirer
2/1/2023	Marrinan Holdings	Marrinan Holdings is the parent company of Jardine Associates and J&A Marketing, leading distributors of licensed and branded products into the collegiate and military end markets.	Keswick Partners
12/31/2022	Skylar Body	Skylar Body manufactures natural perfumes and also offers body washes, body lotions, deodorants, hand creams, hand sanitizers, and candles.	Starco Brands
12/19/2022	Topo Athletic	Topo Athletic operates as an athletic gear company that manufactures shoes for men and women, offering shoes for road, trail, hike, and recovery activities.	Designer Brands
12/14/2022	Pearson Candy Company	Pearson Candy Company produces and supplies candy products, including salted nut rolls, mint patties, nut goodies, bun bars, and seasonal candy products.	Annabelle Candy Co.
12/12/2022	Handicappedpets	Handicappedpets offers pet mobility accessories and other pet products.	Lintbells
12/8/2022	Henry's Foods	Henry's Foods operates as a broad line food service distributor that serves food service accounts, convenience stores, and grocery stores.	AMCON Distributing Company
12/5/2022	Fuzzy's Taco Opportunities	Fuzzy's Taco Opportunities owns, operates, and franchises a chain of fast-casual Baja-style Mexican restaurants.	Dine Brands Global
11/30/2022	VENUS Beauty Supplies	VENUS Beauty Supplies distributes and retails beauty and barber products.	Modern Beauty Supplies
11/29/2022	Resident Essentials	Resident Essentials, dba Entropic, operates an online store to sell a product line including clothing, home furnishings, electronics, and more for nursing home residents, guardian clients, and individuals.	WILsquare Capital
11/22/2022	4D Brands International	4D Brands International operates as a puzzle company that creates 3D model construction kits.	Spin Master Corp.
11/17/2022	Executive Apparel	Executive Apparel engages in the manufacturing and distribution of professional apparel and uniforms.	Fabian Couture Group International
11/16/2022	L2 Brands	L2 Brands retails apparel, headwear, college gear, home decor, and customize products.	Sentinel Capital Partners
11/14/2022	Nordic Products	Nordic Products manufactures and sells hot tubs and related accessories for the residential market.	Monomoy Capital Management
11/8/2022	NoNatz	NoNatz operates as a manufacturer of natural botanical and deet-free insect repellents.	Clean Control Corporation
11/2/2022	Atta Boy Enterprise	Atta Boy Enterprise designs, manufactures, and sells non-durable and pawcentric products, including dog boots, paw balm, and paw sanitizing products through distribution channels and online.	Monolith Brands Group
11/1/2022	Adore Me	Adore Me designs, manufactures, and sells lingerie, sleepwear, active wear, swimwear, maternity wear, beauty accessories, and intimate products for women.	Victoria's Secret & Co.
10/31/2022	BuggyGear	BuggyGear manufactures stroller accessories, such as stroller locks, travel fans, and stroller hooks.	KidCo
10/28/2022	hand in hand soap	hand in hand soap manufactures skin care products and offers bar soap, liquid hand soap, hand sanitizer, body wash, sugar scrub, and body lotions.	Pacha Soap
10/27/2022	Native Imports	Native Imports offers landscaping products, such as garden elements, natural stone, pavers, bulk materials, and landscape to homeowners, businesses, and contractors.	Outdoor Living Supply
10/21/2022	Elite Window Cleaning	Elite Window Cleaning offers window cleaning services to residential and commercial buildings.	Lawn Doctor
10/20/2022	Oughton Limited	Oughton Limited engages in the manufacturing of luxury leather products.	Tenth Avenue Holdings
10/17/2022	Westwood Laboratories	Westwood Laboratories manufactures professional products, such as health and beauty, pharmaceutical, therapeutic drug, medical device, household, and personal care topical products.	Sole Source Capital
10/17/2022	Marge Carson	Marge Carson manufactures and markets upholstery furniture.	Linly Designs
10/7/2022	Pod Pack International	Pod Pack International manufactures single-serve coffee, tea, and other beverage product solutions.	Joe's Garage Coffee
10/4/2022	Beacon Marine	Beacon Marine is a leading regional distributor of boats.	The Boat House Group
10/3/2022	Poshmark	Poshmark operates as a social marketplace for new and secondhand style products offering apparel, footwear, home, beauty, and pet products.	NAVER Corporation

ABOUT LAKESIDE PARTNERS



Lakeside Partners is a boutique investment bank specializing in M&A advisory services. We serve founder & family-owned businesses in the lower middle market by advising their owners through transactions. We leverage decades of experience and relationships to execute processes that unlock exceptional value.

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OUR INDUSTRY EXPERIENCE

