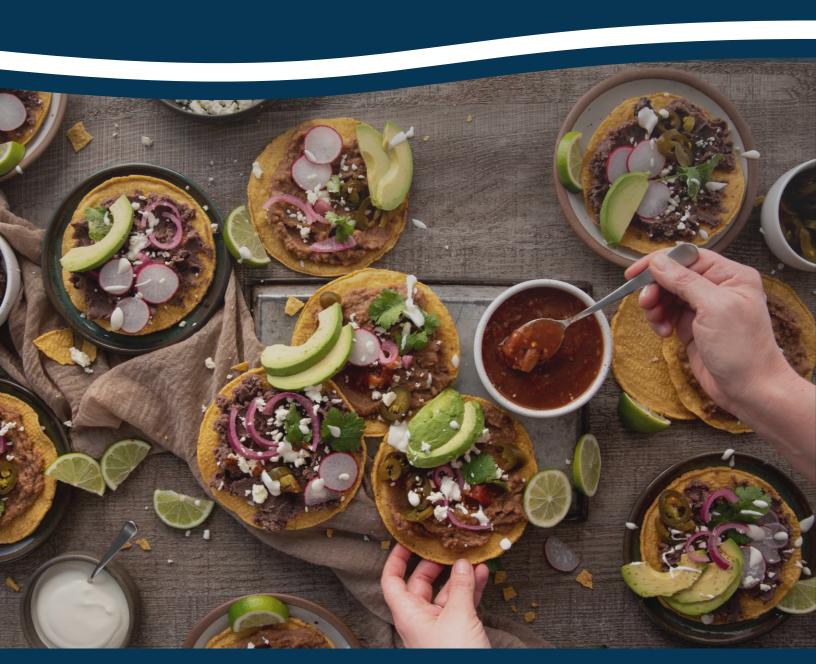


Q3 2024

M&A Insights
FOOD & BEVERAGE
INDUSTRY UPDATE

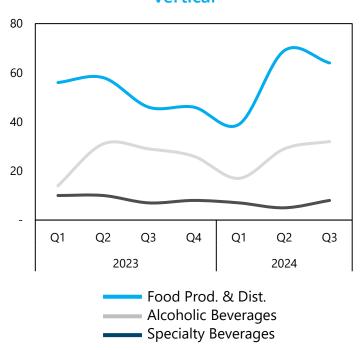


MARKET OVERVIEW

Key Sector Characteristics

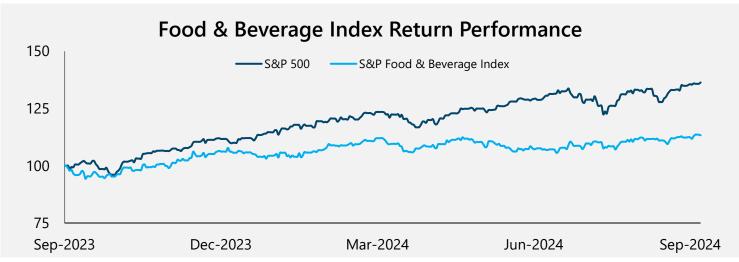
- In Q3 of 2024, the number of closed deals in the food and beverage sector remained relatively flat quarter-over quarter, but saw an increase of 26.8% year-over-year with a total of 104 deals compared to 82 in Q3 of 2023.
- This uptick in deal volume can be attributed to interest rate stabilization, overall M&A market recovery, and attractive consumer trends, bringing increased private equity interest in the food and beverage space.
- Strategic acquirers remained the most active when compared to private equity-backed buyers, with health-focused beverage companies as a key focus in the food and beverage sector, and wineries remaining a focus in the alcoholic beverage sector.

Quarterly Deal Volume by Vertical



PE Deals and Strategic M&A Across All Verticals





Sources: Kroll, Pitchbook, S&P Capital IQ.

INDUSTRY TRENDS

While automation and label transparency trends observed in Q2 continue to be prominent, Q3 introduced a variety of new trends shaping the food and beverage landscape.

Savory Snacking

- The American diet continues to be dominated by snack foods, which now account for ¹27% of total food and beverage sales in the U.S., with savory snacks generating ²\$58.3 billion in annual sales, according to Circana.
- Janice Johnson, Food Technical Advisor at Cargill, reports: "Portability and convenience have always been key to our snacking culture... Snacks that also deliver higher protein, better fat choices, lower sugars and sodium, as well as added fiber, are set to win."
- Better-for-you snacks that are low in calories, fat, and sugar dominate the market with savory, rice-based snacks boasting a CAGR of ⁵15% over the past five years as grain-based snacks and baked super grains also gain prominence.

Global Cuisine

- Consumers are showing more interest in ethically sourced international foods, both in-store and at restaurants, creating opportunities for brands to share their cultural story by highlighting their heritage through packaging and menu descriptions.
- World cuisine influences like Tajin and birria have seen significant growth in popularity, with both experiencing over ⁶200% increases in menu appearances over the past four years. Meanwhile, chicken pad thai and Korean BBQ have seen menu appearances grow by ⁶92% and 31%, respectively.
- As a result of growing interest in global foods, the African coffee market is projected to grow at a rate of ⁷6.68% through 2029. Additionally, globally sourced coffee brands have become key targets for M&A through Q3.

Protein Consumption Increase

- The International Food Information Council reported that ³71% of surveyed consumers are actively seeking to increase their protein intake through meat, supplements, or meat alternatives such as plant-based proteins.
- In addition to plant-based and conventional milk, ultra-filtered, high-protein milks with lactose-free options have experienced strong growth, with a three-year CAGR of approximately 410%.
- Super Herb Farms reported a ⁶200%+ increase in demand for plant-based burgers over the past four years.

Select Insights



Innovia Market Insights

Salty and Savory Treats



TGP International

The Growth of African Cuisine Globally



Institute of Food Technologists

Hottest Food & Beverage Trends



Whole Foods Market

Top Food and Beverage Trends for 2025

Sources: ¹Cargill, ²Circana, ³IFIC, ⁴IFT.org, ⁵Innovia Market Insights, ⁶Super Herb Farms, ⁷TGP International, ⁸Whole Foods Market.

PUBLIC TRADING MULTIPLES

		Tra	ading I	Multip	les						
						To	tal Enterp	rise Val	ue /		
	Price	% 52-Wk	Market	Net	Tot. Ent.	Rev	enues	EBI	TDA	P	/ E
	09/30/24	High	Сар	Debt	Value	LTM	NFY	LTM	NFY	LTM	NFY
Food Mfg. & Dist.										-	
Campbell Soup Company	\$48.92	93%	\$14,583	\$7,434	\$22,019	2.3x	2.3x	12.3x	11.8x	25.9x	16.3x
The Hershey Company	\$191.78	90%	\$38,795	\$5,295	\$44,090	4.0x	3.9x	14.6x	14.7x	21.2x	19.5x
The Kraft Heinz Company	\$35.11	90%	\$42,451	\$19,034	\$61,621	2.3x	2.4x	9.5x	9.5x	22.5x	11.8x
Tyson Foods, Inc.	\$59.56	89%	\$21,193	\$8,452	\$29,662	0.6x	0.6x	11.6x	10.0x	NM	20.6x
General Mills, Inc.	\$73.85	97%	\$40,998	\$12,852	\$54,102	2.7x	2.7x	12.8x	13.0x	17.6x	14.9x
US Foods Holding Corp.	\$61.50	98%	\$15,040	\$4,495	\$19,534	0.5x	0.5x	13.3x	11.3x	29.3x	20.3x
Sysco Corporation	\$78.06	94%	\$38,368	\$12,250	\$50,649	0.6x	0.6x	11.6x	12.0x	20.1x	17.1x
Dole PLC	\$16.29	95%	\$1,547	\$1,076	\$2,752	0.3x	0.3x	8.1x	7.2x	7.1x	12.8x
Mondelez International, Inc.	\$73.67	95%	\$98,408	\$18,846	\$117,283	3.3x	3.2x	14.9x	15.8x	25.3x	20.4x
PepsiCo, Inc.	\$170.05	93%	\$233,576	\$37,706	\$271,969	3.0x	2.9x	16.1x	15.4x	24.7x	21.4x
Mean		93%				2.0x	1.9x	12.5x	12.1x	21.5x	17.5x
Median		93%				2.3x	2.3x	12.6x	11.9x	22.5x	18.3x
Specialty Beverages											
Keurig Dr Pepper, Inc.	\$37.48	98%	\$50,826	\$16,311	\$67,137	4.5x	4.4x	15.9x	14.9x	24.0x	19.2x
Brady Corporation	\$76.63	100%	\$3,646	(\$120)	\$3,526	2.6x	2.6x	12.9x	12.8x	18.9x	17.4x
Celsius Holdings, Inc.	\$31.36	31%	\$7,309	(\$901)	\$7,232	4.9x	5.2x	21.4x	25.4x	30.8x	39.7x
Monster Beverage Corporation	\$52.17	85%	\$51,103	(\$757)	\$50,346	6.8x	6.7x	23.4x	22.7x	32.6x	31.9x
Zevia PBC	\$1.08	45%	\$64	(\$27)	\$12	0.1x	0.1x	NMF	(x8.0)	NMF	NMF
National Beverage Corp.	\$46.94	88%	\$4,394	(\$25)	\$4,364	3.6x	3.7x	17.8x	18.2x	23.9x	23.7x
Mean		74%				3.7x	3.8x	18.3x	15.5x	26.0x	26.4x
Median		86%				4.1x	4.0x	17.8x	16.5x	24.0x	23.7x
Alcoholic Beverages											
Constellation Brands, Inc.	\$257.69	94%	\$46,949	\$12,100	\$59,078	5.8x	5.9x	15.6x	16.0x	19.2x	22.1x
Molson Coors Beverage Company	\$57.52	83%	\$11,919	\$5,794	\$17,949	1.5x	1.5x	7.0x	7.3x	10.6x	9.8x
Anheuser-Busch InBev SA/NV	\$66.23	96%	\$130,601	\$70,864	\$215,267	3.6x	3.5x	12.0x	10.1x	22.0x	19.3x
The Duckhorn Portfolio, Inc.	\$5.81	52%	\$854	\$328	\$1,168	2.9x	2.9x	8.8x	7.8x	10.8x	9.6x
The Boston Beer Company, Inc.	\$289.14	73%	\$3,340	(\$179)	\$3,161	1.6x	1.6x	13.3x	13.1x	38.0x	30.4x
Mean		80%				3.1x	3.1x	11.3x	10.9x	20.1x	18.3x
Median		83%				2.9x	2.9x	12.0x	10.1x	19.2x	19.3x

Source: S&P Capital IQ.

KEY DEALS SPOTLIGHT

Food Manufacturing and Distribution



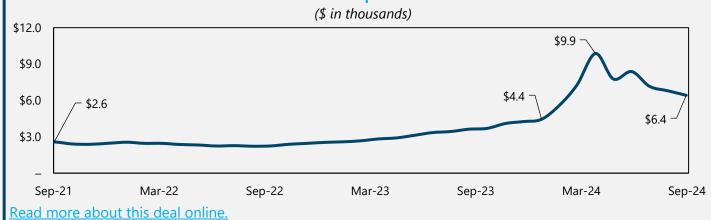


On August 14, 2024, Mars, Inc. announced the acquisition of Kellanova, a leading global snacking and food company, for \$35.9 billion. The acquisition aligns with Mars' strategy to strengthen its presence in the snack, cereal, and noodle markets while diversifying its position within the chocolate and candy industry. This move comes in response to rising cocoa prices and increasing consumer demand for savory products. In October 2023, Kellogg Company split into two independent companies: Kellanova and WK Kellogg Co. This separation allowed Kellanova to focus on its snack business, while WK Kellogg Co. retained the legacy North American cereal brands.

"...We have a substantial opportunity for Mars to further develop a sustainable snacking business that is fit for the future. We will honor the heritage and innovation behind Kellanova's incredible snacking and food brands while combining our respective strengths to deliver more choice and innovation to consumers and customers..."

- Poul Weihrauch, CEO and President, Mars, Inc.

Price of Cocoa per Metric Ton



Note: Subsidiary brands are representative and not all-inclusive.
Sources: Federal Reserve Economic Data, Kelloga Company, Mars.com, Pitchbook.

KEY DEALS SPOTLIGHT







August 2024





SWANSON

August 2024

August 2024

August 2024

Throughout Q3, Foley Family Wines acquired 4 wine brands from the now bankrupt Vintage Wine Estates, with a fifth acquisition, Cherry Pie Wines, currently in process. The U.S. Bankruptcy Court approved the acquisition of these brands on August 20, 2024. Foley Family Wines continues to expand its portfolio and now owns over 25 wineries and distilleries.

Read more about this deal online

Specialty Beverage







On September 10, 2024, Rotunda Capital Partners announced its investment in Mama Lycha Foods in partnership with the Padilla family. Mama Lycha is a leading Houston-based provider of Latin American cuisine. This deal represents a notable shift in market dynamics, with private equity firms increasingly joining strategic investors in pursuing opportunities in the food and beverage sector.

"This transaction further exemplifies Rotunda's deep experience investing in founder and family-owned businesses and highlights our continued interest in attractive investments in the food and beverage distribution sectors that we believe could benefit from our ability to drive rapid growth and expansion."

- Corey Whisner, Managing Partner, Rotunda

Read more about this deal online.

Alcoholic Beverages

Sunkey Beverage Holdings





On July 11, 2024, Miami-based Sunkey Beverage Holdings announced the acquisition of Silver Eagle Beverages, a beer and beverage distributor in southwest Texas. The company will retain the Silver Eagle name, bringing over 500 employees and 13 counties to Sunkey with a strong portfolio of domestic and import beers such as Anheuser-Busch, Constellation Brands, and Mark Anthony Brands.

"We are happy that the acquisition is now complete and look forward to continuing to provide San Antonio and the surrounding southwest Texas-area customers with the same outstanding products and service they have come to know and expect from Silver Eagle,"

- Greg Mitchell, President, Silver Eagle Beverages

Read more about this deal online.

M&A TRANSACTIONS

Most Active Strategic Acquirers				
Company	Q3 Count	Recent Industry Transactions		
		9/03/24 – Revolver Brewing (Granbury, TX)		
TILRAY BRANDS	4	9/03/24 – Terrapin Beer (Athens, GA)		
BRANDS		8/13/24 – Atwater Brewery (Detroit, MI)		
		8/13/24 – Hop Valley Brewing (Eugene, OR)		
	4	8/21/24 – Cosentino Signature Wines (Napa, CA)		
Y FOLEY WINES		8/21/24 – Sonoma Coast Vineyards (Bodega Bay, CA)		
WINES		8/20/24 – Bar Dog Wines (Santa Roda, CA)		
		8/20/24 – Swanson Vineyards (Rutherford, CA)		
Our		9/03/24 – ParmCrisps (Boulder, CO)		
Home	3	9/03/24 – That's How We Roll (Montclair, NJ)		
1101116		8/26/24 – Pop Secret (Charlotte, NC)		
fullglass	2	9/19/24 – Scout & Cellar (Farmers Branch, TX)		
WINE CO.	2	9/19/24 – Splash (Eagle, ID)		

	Most Active Private Equity Acquirers				
Firm Q3 Count Recent Industry Transactions					
9/03/24 – Lillie's Q (Chicago, IL) SHORE Capital Partners 9/03/24 – First Coast Flavors (Ponte Vedra Beach, FL)					
B·C·P Benford Capital Partners 2		8/05/24 – Turri's Italian Foods (Roseville, MI) 7/16/24 – Angelic Bakehouse (Cudahy, WI)			

	Key Private Equity Exits					
Date:	<u>Aug '24</u>	<u>Aug '24</u>	<u>Jul '24</u>			
Seller:	tilia	REGENT	COASTLINE CAPITAL			
Target:	ELLISON BAKERY	plainville FARMS T	>∰⊝ Wedderspoon [™]			
Acquirer:	MIDOCEAN Partners QualiTech.	The Wenger Group™	Florenz Food Products			

SELECT TRANSACTIONS

				Ve	ertical
te	Target (Ownership)	Acquirer (Ownership)	Location	Food	Bev
30/2024	Big Picture Foods	Atalanta	Barrington, RI	•	
26/2024	Central Milling	Grain Craft (Redwood Holdings)	Petaluma, CA	•	
26/2024	Thorn Brewing	Latitude 33 Brewing	San Diego, CA		
25/2024	Mountainking Potatoes	EarthFresh Foods	Houston, TX	•	
25/2024	Ritual Zero Proof	Diageo	Chicago, IL		
24/2024	Ohza	FX Matt	Cambridge, MA		
24/2024	Waterloo Gin	ND	Dripping Springs, TX		
23/2024	Axium Foods	Cheeze Kurls (Nexus Capital Management)	South Beloit, IL	•	
9/2024	Scout & Cellar	Full Glass Wine Co.	Farmers Branch, TX		
9/2024	Splash	Full Glass Wine Co.	Eagle, ID		
7/2024	Montana Gluten Free	Bay State Milling	Belgrade, MT	•	
7/2024	Rise Baking Company	Butterfly Equity, Platinum Equity	Minneapolis, MN	•	
3/2024	Barons Winery	Capital Call Vintners	Walla Walla, WA		
3/2024	Reliance Private Label Supplements	Impetus Wellness Group (AEA Investors)	Edison, NJ	•	
0/2024	Lombardi's Prime Meats	ND .	Philadelphia, PA	•	
	Motif FoodWorks (Heme Business)	Impossible Foods	Boston, MA	•	
	ShellsbyDesign	French Gourmet (Midwest Growth Partners)	Marine on Saint Croix, MN	•	
4/2024	Harvest Valley Bakery	Cooper Street	La Salle, IL	•	
	Igourmet	ND	Mountain Top, PA	•	
	Lillie's Q	Old World Spices & Seasonings (Shore Capital Partners)	Chicago, IL	•	
	Miracapo Pizza Company	Brynwood Partners	Elk Grove Village, IL	•	
	Revolver Brewing	Tilray Brands	Granbury, TX		
	Terrapin Beer	Tilray Brands	Athens, GA		
	That's How We Roll	Our Home	Montclair, NJ	•	
	Felbro Food Products	Evanston Partners	Los Angeles, CA	•	
	Ashland Global (Nutraceuticals Business)	Turnspire Capital Partners	Wilmington, DE		
	Curdtown	Kaufhold's Kurds (Sky Island Capital)	Buffalo, MN	•	
	Natalie's Orchid Island Juice Company	Perricone Farms (Trivest Partners)	Fort Pierce, FL		
	Mr. Yoshida's Original Gourmet Sauce	Yoshida Foods International	Seattle, WA		
	Timeless Seeds	Mad Capital	Ulm, MT		
		·	Hoboken, NJ		
	Whisps Acquisition	The Farmer Companies		•	
	Stuffed Puffs	Mount Franklin Foods	Bethlehem, PA	•	
	Pop Secret	Our Home	Charlotte, NC	•	
	Richelieu Foods (Sauces Business)	La Doria (Investindustrial)	Wheeling, IL	•	
	Fortress Beerworks	B-52 Brewing	Spring, TX		
-	Ancient Harvest	Saco Foods (Fengate Asset Management)	Golden, CO	•	
	Cosentino Signature Wines	Foley Family Wines	Napa, CA		
-	Pamela's Products	Saco Foods (Benford Capital Partners)	Golden, CO	•	
	Sonoma Coast Vineyards	Foley Family Wines	Bodega Bay, CA		
•	Kellanova	Mars	Battle Creek, MI	•	
	Bar Dog Wines	Foley Family Wines	Santa Rosa, CA		
0/2024	Ellison Bakery	QualiTech (MidOcean Partners)	Fort Wayne, IN	•	
	First Coast Flavors				

SELECT TRANSACTIONS

		Select Transactions			ortion	
ate	Target (Ownership)	Acquirer (Ownership)	Location	Food	ertica Rev	I A
	Swanson Vineyards	Foley Family Wines	Rutherford, CA	1000	DCV	
	Cherokee Distributing (Tullahoma and Pulaski Business)	DET Beverages	Tullahoma, TN			
	Kelly Fleming Winery	ND	Calistoga, CA			
	Local Choice Spirits	Metavesco	North Charleston, SC			
	Water Avenue Coffee	Harder Day Coffee	Portland, OR		•	
	Proven Partners Group	Coregistics (Red Arts Capital)	Elgin, IL			
	Renaissance Food Group	F&S Fresh Foods	Rancho Cordova, CA	•		
	Baird Produce	South Mill Champs Mushrooms (Eos Partners)	Tampa, FL			
	Omega Yeast Labs	ABbiotek Health	Chicago, IL			
	Snak King	Falfurrias Capital Partners	Los Angeles, CA	•		
	Atwater Brewery	Tilray Brands	Detroit, MI			
	Dry Fly Distilling	Wagner Family of Wine	Spokane, WA			
	Glenn Wayne	Tide Rock	Bohemia, NY	•		
	Hop Valley Brewing Company	Tilray Brands	Eugene, OR			
	Illumination Brands	Labor Smart	Lakewood, CO			
	Kona Gold	Bemax	Melbourne, FL	-		
•	Butterworks Farm	ND	Westfield, VT	•		
	Sweetwood Smoke	Conagra Brands	Steamboat Springs, CO	•		
•	The Redwood Group (Crop Business)	Above Food	Chester, MT	•		
	·	Lassonde Industries	Boardman, OH	•		
	The Zidian Group			•		
-	Charles Smith Wines	Ackley Brands	Walla Walla, WA			
	Golden State Foods	Lindsay Goldberg	Irvine, CA	·		
	Halsey Food Service	Legacy Food Group (Quad-C Management)	Madison, AL	•		
	Arbor Management	Whitsons Culinary Group (GenNx360 Capital)	Itasca, IL	•		
	Good Eggs	GrubMarket	Oakland, CA	•		
•	The Cookie Place	Front Range Holdings	Birmingham, AL	•		
	Triad Fisheries	Alaska Glacier Seafoods Incorporated	Vancouver, WA	•		
	Whole Earth Brands	Rhône Group	Chicago, IL	•		
	Heretic Brewing Company	Calicraft Brewing	Fairfield, CA			
	Laetitia Vineyard & Winery	Vintage Wine Estates (AGR Partners)	Arroyo Grande, CA			
	PUBLIC Craft Brewing Company	Lakefront Brewery	Kenosha, WI			
	Plainville Farms	The Wenger Group	New Oxford, PA	•		
	Fresh Vine Wine	VENU Holding	Charlotte, NC			
	Hanna's Ice Cream	ND	New Cumberland, PA	•		
1/2024	Piece Of Cake Frozen Specialties	ND	Rahway, NJ	•		
1/2024	Turri's Italian Foods	Benford Capital Partners	Roseville, MI	•		
1/2024	Gemsa Enterprises	Marubeni	La Mirada, CA	•		
6/2024	Velodrome Coffee Company	MQT Hospitality	Marquette, MI		•	
24/2024	Frontier Produce	Indianapolis Fruit Company (Wind Point Partners)	Tulsa, OK	•		
24/2024	Suero Oral	Genomma Lab Internacional	Miami, FL		•	
24/2024	Uproot	Califia Farms (Qatar Investment Authority)	New York, NY		•	
23/2024	Biolete	Adia Nutrition	Oviedo, FL		•	
23/2024	Verde (Food Products)	Manna Tree Partners	Woburn, MA	•		
8/2024	Carolina Wine Brands USA	Gonzalez Byass USA	Wethersfield, CT			

SELECT TRANSACTIONS

	Select Transactions						
				\	/ertical		
Date	Target (Ownership)	Acquirer (Ownership)	Location	Food	Bev	Alc	
7/17/2024	Culinary Resources	Xceed Foodservice (San Francisco Equity Partners)	Clearwater, FL	•			
7/15/2024	Banner Smoked Fish	Acme Smoked Fish	Brooklyn, NY	•			
7/15/2024	Popup Bagels	Stripes	Westport, CT	•			
7/12/2024	11 Below Brewing Company	Fortress Beerworks	Houston, TX			•	
7/12/2024	CoolBrands International (Ice Cream Business)	Denali Ingredients	Milwaukee, WI	•			
7/11/2024	Otus Coffee	Jeff's Bagel Run (1337 Capital)	Winter Garden, FL		•		
7/10/2024	Dallas Flavors	foodguys	Henderson, TX	•			
7/09/2024	Tyson Foods (Poultry Processing Business)	House of Raeford Farms	Vienna, GA	•			
7/08/2024	Brothers Produce	GrubMarket	Houston, TX	•			
7/05/2024	Hidden Barn	ND	Louisville, KY			•	
7/04/2024	Wedderspoon Organic	Florenz	Malvern, PA	•			
7/03/2024	Your Way Fresh	Strategic Sourcing International	Newport Beach, CA	•			
7/01/2024	Killer Brownie	Irresistible Foods Group	Miamisburg, OH	•			
7/01/2024	The Craft Coalition	Prestige Beverage Group of Maryland	Richmond, VA			•	
7/01/2024	The Greatful Bread	Henri's Bakery & Deli	Smyrna, GA	•			
7/01/2024	Wine Spectrum	Benchmark Wine Group	Santa Rosa, CA				

CHARTER TEAM INDUSTRY EXPERTISE

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Mark has more than 18 years of diversified advisory and deal execution experience. At Charter, Mark primarily focuses on helping clients achieve their goals through sell side and buy side advisory work. Mark has personally led transactions with total enterprise value in excess of \$700 million.



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Jenny Dakoske's professional background of 18 years includes sourcing, underwriting, negotiating, closing, and managing portfolio opportunities across industries including manufacturing, distribution, healthcare, business and financial services, and technology. Prior to joining Charter, Jenny served as Senior Vice President with Huntington National Bank in its National Sponsor Finance Group.



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Michael Pohl is an Associate in the Mergers and Acquisitions practice at Charter. He has transaction experience across a number of industries including health & wellness, healthcare, and diversified industrials sectors. In 2022, Michael earned his MBA from the University of Notre Dame with Honors.

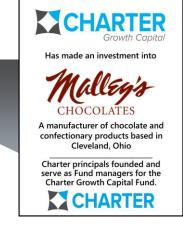


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Kevin Caballero serves as an Analyst within the Mergers and Acquisitions division at Charter. His M&A duties consists of performing financial modeling, financial analysis, and material creation. Kevin earned his BBA from Grand Valley State University in 2024, majoring in Finance and Accounting. He joined Charter in 2023 as an intern and has since transitioned into his current role as an Analyst.

Charter Food & Beverage Expertise







Some of the transactions presented represent Charter principals acting in their capacity as representatives of a FINRA broker-dealer.



About Charter

Founded in 1989, Charter Capital Partners is a premier investment banking firm headquartered in Grand Rapids, Michigan. We offer a comprehensive range of investment banking advisory services, including buy-side and sell-side M&A, succession planning, business valuation, and capital raise.

Charter was named one of the top 100 most referred middle-market advisory firms in the US, according to a survey of 1,000 private equity firms, strategic acquirers, and family offices compiled by Axial, a network of middle market investors, advisors, and CEOs. Our mission is to deliver superior professional guidance throughout the complete business lifecycle.

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Туре	Expertise
M&A Advisory	 Go-to-market sell-side advisory Buy-side growth strategies Exit planning Fairness opinions
Capital Raise	Equity or debt capital raiseDividend recapitalizationSolvency opinionsMinority investors
Valuation Opinions	 Buy-sell agreements Gift, estate, and income tax matters Shareholder disputes Purchase price allocations
Capital Management	Licensed Fund ManagementRegistered Investment Advisers

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