brynwood partners
Consumer Private Equity

Brynwood Partners makes control investments in consumer-oriented middle market businesses and brands based in North America. We have a hands-on investment approach and focus on situations where we can add operational value.

Areas of Focus:

- Food
- Beverage
- Personal Care
- Other Consumer

Business Types:

- Branded
- Private Label
- Contract Manufacturing

Acquisition Types:

- Corporate Carveouts
- Family Businesses
- Standalone Businesses

Transaction Structures:

- Control Buyouts
- Structured Joint Ventures

Firm Overview

1984
Founded

Greenwich, CT
Headquarters

~$1.7 billion

Assets Under Management(1)

Manufacturing Footprint

- ✓ Four portfolio companies that generate ~$2.5 billion in sales annually
- ✓ 11 factories occupying ~6.7 million square feet
- ✓ ~3,600 employees across the network

Investment Size

Up to $1+ billion of total enterprise value

- ✓ Equity capital available from existing Brynwood Partners funds as well as from limited partners through significant co-investment

Funds

Currently investing out of one active fund

- ✓ Brynwood IX, a $750 million 2023 vintage fund

(1) As of September 30, 2026

Team

Hendrik Hartong III Chairman & CEO	**Ian MacTaggart** Vice Chairman & CFO	**David Eagle** Senior Managing Director	**John LeBoutillier** Senior Managing Director
Stephen Bowater Managing Director	**Wyley Scherr** Managing Director	**Peter Wilson** Managing Director	**Seth Weis** Senior Principal
Manuel Martinez Principal	**Ryan Privett** Principal	**Sam DeLise** Vice President	**Hendrik Hartong IV** Vice President
John McLaughlin Vice President	**Lucas Schellack** Vice President	**Nate Sampson** Senior Associate	**Ishan Negi** Associate

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Current Holdings

Carolina Beverage Group

U.S. beverage contract manufacturer that produces energy drinks, carbonated flavored waters, prebiotic sodas, hard seltzers and craft beers with facilities in Mooresville, NC, Cold Spring, MN and Fort Worth, TX.



Headquarters	Acquired from	Initial Investment Date
Mooresville, NC	Family Owner, Financial Sponsor	August 2017

www.carolinabeveragegroup.com

Hometown Food Company

U.S. manufacturer and marketer of canned and microwaveable shelf-stable meals under the Chef Boyardee® brand, and dry baking mixes, frozen pancakes and waffles, ready-to-spread frosting, flour, and other baking ingredients under the Pillsbury®, Funfetti®, Hungry Jack®, Martha White®, White Lily®, Jim Dandy®, Arrowhead Mills®, Sunspire®, De Wafelbakkers® and Birch Benders® brands.



Headquarters	Acquired from	Initial Investment Date
Chicago, IL	The J.M. Smucker Co., Hain Celestial, The Anschutz Corporation, Sovos Brands, ConAgra Brands	August 2018

www.hometownfoodcompany.com

West Madison Foods

U.S. manufacturer and marketer of gourmet salad dressings, dairy dips and spreads to the retail channel under the Marie's®, Dean's Dips® and Bob's brands. The Company operates out of a 106,000 sq. ft. facility in Thornton, IL.



Headquarters	Acquired from	Initial Investment Date
Chicago, IL	Ventura Foods, Financial Sponsor	July 2023

www.westmadisonfoods.com

Miracapo Pizza Company

U.S. contract manufacturer of frozen pizzas for convenience stores and branded customers serving the retail channel. Miracapo owns three manufacturing facilities located in the Chicagoland area totaling 175,000 sq. ft.



Headquarters	Acquired from	Initial Investment Date
Elk Grove Village, IL	Family Office	August 2024

www.miracapopizza.com

Selected Prior Holdings

back to NATURE · Balance Bar · Coast · DAILY'S COCKTAILS · fiddle faddle · Flipz · HUG · Joseph's GOURMET PASTA · JB Williams · PIZZERIA UNO · RICHELIEU FOODS, INC. · KRETSCHMER · Lightlife · Nutrament · Pearson's · POPPYCOCK · Juicy Juice · SnackWells · Stella D'oro · SUNNY D · TRUE NORTH · TURTLES · VO5 · White Rain · zest