

Sell-Side Client Mandate – Strategic Acquisition Opportunity

This company sells bulk and individually packaged baked goods to QSR, Retail, and Private Label. The company started with this product/brand but has since shifted focus to a new line of frozen meals that are growing rapidly. This product has a solid client base but needs focus to reach it's potential. Great addition to a company that serves a similar market. Our client is aiming to sell the company and to work with the purchaser to transition and take a reduced role in the day-to-day operation of their business. We are committed to working with our client and the purchaser to ensure the right deal for themselves as well as for their employees and stakeholders.

If this is of interest to you, please reach out and we can begin a confidential conversation.

Revenue

| FYE | Normalized |
|------|-------------|
| 2020 | \$1,475,000 |
| 2019 | \$5,425,000 |
| 2018 | \$5,700,000 |

EBITDA

| FYE | Normalized |
|------|-------------|
| 2020 | \$487,000 |
| 2019 | \$1,100,000 |
| 2018 | \$850,000 |



Overview: A Northeastern American based CPG Business has engaged Portage M&A Advisory to sell their business



Geographic Location: Northeastern, USA



Industry Focus: CPG / Baked Goods



Employees: ~2

About Portage

Portage is a client-focused M&A firm that follows a win/win approach to deal making. The role we play: "Voice of Reason", gaining trust, engaging in a meaningful conversation, keeping the process on track, and getting across the finish line. Here we represent the seller to help them transition successfully; however, we also work alongside the buyer's advisors (accountant, lawyer, banker) to help complete the transaction.

www.portagemadvisory.com | 905.538.5741 | Offices in Hamilton Niagara Toronto