



Consumer Biz Buzz
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Consumer Biz Buzz

News That Makes Teeth Whiter, Clothes Brighter,
 and Life Just Plain Better

TRANSACTION NEWS

New owners, new plans.



- **PepsiCo** agreed to distribute *Bang*, the fast-growing energy drink brand, in the US. Pepsi bought *Rockstar* earlier this year.
- **PepsiCo** also acquired a minority stake in **Rude Health**, a fast-growing healthy food and dairy-free drinks company in the UK.
- **Coty** paid \$200 million for 20% of **KKW Beauty**, the company founded by the artist formerly known as **Kim Kardashian**.
- **Edgewell** is paying \$235 million for **Crema**, a maker of premium male grooming products. They sell in the mass channel.
- **Nestlé** is paying \$2 billion for the 74% of **Aimmune** they did not own already. The company makes the first peanut allergy treatment approved by the FDA.
- **Nestlé** is also buying **Vital Proteins**, the fast-growing collagen supplement brand. **CAVU** was one of the company's investors.
- Meanwhile, **Nestlé** sold their *Buitoni* pasta and sauce business in North America to **Brynwood Partners**.
- **L'Oreal** is buying **Thayer's Natural Remedies**, a 173-year-old maker of toners and other skin care products.



- **Brown-Forman** is selling *Early Times*, *Canadian Mist*, and *Collingwood* to family-owned **Sazerac**. B-F wants to focus more on premium brands.
- **Hershey** sold **Krave** jerky back to its founder, who is now at **Sonoma Brands**. The chocolate giant got a lot less than the \$219 million they paid for the brand in 2015.
- Meanwhile, **Sonoma Brands** also bought **Chef's Cut** jerky. Thus they have two of the leading brands in the premium segment.
- **Diageo** is buying **Davos Brands** for at least \$335 million. It includes *Aviation American Gin*, a premium brand partly owned by actor **Ryan Reynolds**, whom we loved in *Deadpool*.
- **Heineken** bought a minority stake in **Double Dutch**, a UK-based maker of premium tonics and mixers.
- Speaking of premium mixers, **Fever Tree** paid about \$8 million to buy **Global Drinks Partnership**, a distributor in Germany.
- **HumanCo** is buying **Coconut Bliss**, a leading maker of dairy-free ice cream. The buyer is a holding company focused on good-for-you products.



TRANSACTION NEWS...CONTINUED

- After 130 years, **General Electric** is officially out of the CPG game. They sold **GE Lighting**, their namesake lightbulb business, to **Savant Systems**.
- **Very Good Food**, a plant-based meat alternative company, completed an IPO in Canada. They raised \$5 million to expand.
- **Vital Farms** plans an IPO. They produce pasture-raised eggs and butter.



- **Hims**, the online marketer of men's healthcare products, wants to go public. Ideally it would be through a SPAC. **A-Rod** and **J-Lo** are the company's spokespersons.

Private equity firms continue to be active buyers and sellers:

- **Blackstone Group** paid \$200 million for a 10% stake in **Oatly**, the Swedish oat milk maker.
- **Capitol Peak Partners** and **KKR** are buying **Borden Dairy** out of bankruptcy.
- **American Pacific Group** bought **SaltStick**, a maker of electrolyte replacement products for endurance athletes. They plan to create a rollup called **RoadRunner Holdings**.
- **Sovos Brands**, which is backed by **Advent International**, bought **Birch Benders**. The company makes better-for-you waffle and pancake products.
- **Kaho Partners** invested in **Kenny's Great Pies**. They make branded and private label pies and fillings.
- **AUA Private Equity** bought **Simply Natural Foods** as an add-on to **TruFood**, a snack food contract manufacturer.
- **Morgan Stanley Capital Partners** and their **Manna Pro** portfolio company bought **Doggie Dailies**. The acquired business makes wellness products for dogs.
- **Flexis Capital** and **Eurazeo Brands** bought **Waterloo Sparking Water**. The three-year-old brand is based in Austin.
- **Wind Point Partners** bought **RTIC**, the leading direct-to-consumer brand of coolers and other products for outdoor enthusiasts.

Among earlier stage companies:

- **Laird Superfood**, a maker of plant-based creamers, closed a \$10 million funding round. It was led by **Danone Manifest Ventures**, the French company's VC arm.
- **Danone Manifest Ventures** also led a \$3 million Series B round for **Ready, Set, Food!** The brand focuses on preventing food allergies.
- **Native American Natural Foods**, the Native-owned maker of **TANKA** bison-based snack bars, closed a funding round. It was led by **Candide Group**.
- **ByHeart**, an infant nutrition products company, closed a \$70 million Series A round. It was led by **Polaris Partners**, **D1 Capital Partners**, and **OCV Partners**.
- **Clio Snacks**, a maker of Greek yogurt bars wrapped in chocolate, closed an \$8 million round. It was led by **Alliance Consumer Growth** and **AF Ventures**.
- **Good Karma Foods**, a maker of plant-based dairy alternatives, spun back out of **Dean Foods**. They received an investment from **Valor Siren Ventures**.
- **Next Century Spirits** closed a \$6 million Series C round. The company produces custom-made spirits for distillers and brand owners. **Blue Hill Group** led the round.
- **Rebelloys Foods**, a spelling-challenged maker of plant-based faux chicken nuggets, raised a \$6 million Series A round. It was led by **Clear Current Capital**, **Fifty Years**, and **Liquid 2 Ventures**.
- **Good Good** raised a \$3 million Series A round to help expand in the US. The Icelandic brand includes jams and other products without added sugar.



- **Honey Mama's**, a refrigerated chocolate bar brand, raised \$5.8 million in their first funding after friends and family. It will help expand beyond the natural channel.
- **Tiffs Treats**, the pioneer in warm cookie delivery, raised \$15 million to help expand nationally. Investors include **CIC Partners** and **Morgan Stanley Expansion Capital**.

TRANSACTION NEWS...CONTINUED

- **True Beauty Ventures** invested in **AQUIS**, a technology-based hair care company.
- **Grounded Foods**, a maker of vegan cheese, raised \$1.7 million in seed funding. It was led by **Stray Dog Capital**.
- **Beast Brands**, a direct-to-consumer personal care products company, closed on a \$3 million funding round. It was led by **Callais Capital Management**.



- Comedian **Kevin Hart** invested in **Ellis Island Tea**, the #1 beverage maker owned by a Black woman. The brand is rolling out now in Walmart.

COURTROOMS AND BUREAUCRACY

Lawyers were lonely *before* Covid.

- We sleep well knowing the **FDA is protecting us** from “egregious and unfounded claims” by CBD products. They sent warning letters to three companies.
- Meanwhile, the FDA told **Cool Clouds Distribution** to stop selling *Puff Bar* e-cigarettes. The fruit-flavored devices are not refillable, so they escaped the earlier crackdown on **Juul** and related products.
- The USDA issued new draft rules to tighten **oversight of foods marketed as organic**. Among other things, there will be unannounced inspections and traceability requirements for imported products.
- **Bayer** thought they had deals to limit their liability for *Roundup's* alleged link to cancer. But a \$10.9 billion settlement for existing cases stalled, and a district judge rejected a \$1.25 billion deal to cover future cases.
- Meanwhile, an appeals court overturned **Bayer's** plan to market an alternative weedkiller called *XtendiMax*. Its ingredient, dicamba, may damage nearby crops.
- The good news for **J&J**: a Missouri appeals court halved a jury's damages award about *Johnson's Baby Powder* and ovarian cancer. The bad news: it still exceeds \$2 billion.
- A judge dismissed felony charges against **Paul Kruse**, the former CEO of ice cream company **Blue Bell**. He had been charged with concealing information about a listeria outbreak linked to three deaths in 2015.
- A retired board member of **Keogh's Crisps**, a well-known potato chip brand in Ireland, was charged with growing about \$25,000 of cannabis. It is a serious offense that can result in a significant jail sentence.
- Speaking of prison, **Chris Lischewski** was sentenced to over three years for price-fixing. He was the CEO of **Bumblebee**.
- And speaking of alleged price-fixing, the CEO of **Pilgrim's Pride** has taken a leave of absence. He will focus on defending himself against a DOJ indictment.

EXPANDING AND CONTRACTING

Obviously, we prefer the former.

- **Coca-Cola** is closing their **Odwalla** refrigerated juice business, which they bought in 2001. They could not make money with a chilled delivery network of some 230 trucks, and 300 jobs will be lost.
- Meanwhile, **Coca-Cola** is restructuring from 17 business units down to nine. They will offer separation packages to some 4,000 US employees.
- **Remington** filed chapter 11 bankruptcy, despite record sales in the firearms industry. Yogi Berra would say it is déjà vu all over again, as they also filed in 2018.
- **Juul** is laying off at least 800 employees. The company is battling regulatory crackdowns.

PEOPLE NEWS

Getting a new job in a Covid world is a whole *different* deal.

CEOs

- **Sally Grimes** joined **Clif Bar** as CEO. She was at **Tyson, Hillshire Brands, Newell Brands**, and **Kraft**.
- **Sue Nabi** is joining **Coty** as CEO. She was at **L’Oreal** for 20 years before co-founding **Orveda**, a vegan skin care brand.
- **Ben Gadbois** joined **Corelle Brands**, the kitchenware company, as CEO. He was at **Spin Master** and **Newell Brands**.
- **Meiky Tollman** joined **The Collaborative**, an early stage maker of plant-based yogurt and desserts, as CEO. He was at **Sabra Dipping** for 15 years.
- **Paul Tonnessen** joined **Blount**, a maker of replacement parts for products like chain saws, as CEO. His CPG work includes **Fiskars, Elmer’s, Spectrum Brands**, and **Heinz**.
- **Bart Adlam** joined **Good Planet Foods** as Co-CEO. He was at **Chef’s Cut, Siggis’s, Post**, and **Danone**.
- **Bill Pond** joined **RTIC** as CEO. He was at **SwimOutlet.com** and **LL Bean**.
- **Mac Tillman** joined **RoadRunner Holdings** and their **SaltStick** first acquisition as CEO. His background includes **GU Energy Labs, Big Heart Pet, Del Monte, Hain Celestial**, and **P&G**.
- **Maria Stipp** is joining **Stone Brewing**, the #9 craft beer company, as CEO. She was at **Lagunitas Brewing, Activision, Miller Brewing**, and **Kellogg**.
- **Jonathan Tompson** joined **Nielsen-Massey Vanillas** as CEO. He was at **Glanbia, Dannon**, and **Mars**.
- **Bryan Crowley** joined **ZenWTR** as CEO. The bottled water company uses 100% recycled plastic that was ocean-bound. He was at **KeVita, Pabst, Mars**, and **Conagra**.

A number of moves failed to utilize a highly-skilled executive recruiter. Or our competitors:

- **Tyson** promoted **Dean Banks** to CEO. He joined the company in December, and he has been on the board since 2017.
- **Clorox** promoted **Linda Rendle** to CEO. She has been at the company since 2003.
- **Seneca Foods** promoted **Paul Palmby** to CEO. He has been the COO since 2006.
- **Brynwood Partners** named **Peter Wilson** as CEO of **Buitoni**, their new pasta company. He joined the PE firm after leading a couple of portfolio companies.



PRESIDENTS AND GMs

MARS

L'ORÉAL



CATALINA
CRUNCH



Upfield™

DESDE 1551
CODORNIU

MID OCEAN
PARTNERS

Blistex



ESTÉE LAUDER

newell
BRANDS

- **Ikdeep Singh** joined **Mars** to run their pet nutrition business in North America. He was at **L'Oréal** and **P&G**.
- **Eric O'Toole** joined **Edgewell Personal Care** as president of North America. He was at Walmart.com, **Dannon**, and **Nabisco**.
- **Andy Reichgut** joined **Upfield** as GM of the *Arivia* plant-based cheese business in the US. He was at **Veggies Made Great**, **Pinnacle Foods**, and **Mars**.
- **Myriam Cohen-Welgryn** joined **L'Oréal** as president of Active Cosmetics. She was at **Mars**, **Danone**, **PepsiCo**, and **P&G**.
- **Joel Warady** joined **Catalina Snacks**, a keto-friendly cereal and snack company, as president. Most recently he was the GM of **Enjoy Life Foods**.
- **Chris Robins** joined **Newell Brands** to run their appliances and cookware business. She was the CEO of **Char-Broil**.
- Meanwhile, **Jim Pasani** joined **Newell Brands** to run their outdoor and recreation business. He was at **Timberland**, **VF**, **PepsiCo**, and **Kraft**.
- Finally, **Kris Malkoski** joined **Newell Brands** to run their food business. Her background includes **World Kitchen** and **P&G**.
- **Pamela Baxter** joined **MidOcean Partners** as an operating partner. She has run several beauty businesses, including the ones owned by **LVMH**.
- **Mike Jackson** joined **Codorniu**, a Spanish wine company, as president of North America. He was at **Delicato** and **Gallo**.
- **Tim Grannan** joined **Blistex** as president of North America. He was at **GlaxoSmithKline** and **J&J**.
- **Michelle Freyre** joined **Estée Lauder** as global GM of *Clinique*. She was at **J&J**.
- **Jie Cheng** joined **Mondelez** as the global head of e-commerce. She was at **Philips**, **Campbell Soup**, **Hershey**, and **Danone**.

Other moves failed to support the vital headhunter sector of our economy:

- **Hormel** named **Swen Neufeldt** as president of their international business. He succeeds the retiring **Larry Vorpahl**.
- **Post Holdings** named **Roxanne Bernstein** as president of **Crystal Farms Dairy**. She has been at the company since 2016.
- **Clearwater Paper** promoted **Joanne Shufelt** to GM of the consumer products division. She joined the company in 2012.
- **J&J Snack Foods** promoted **Dan Fachner** to president. He was running their *Icee* subsidiary.

SALES AND MARKETING

- **Cory Onell** joined **Kraft Heinz** as president of US sales. He was at **Smucker, Campbell Soup, Kimberly-Clark, and Kraft/Mondelez.**
- Meanwhile, **Sanjiv Gajiwala** joined **Kraft Heinz** as chief growth officer for the US. He was at **Mike's Hard** and **Pabst Brewing.**
- **TD Dixon** joined **Post Holdings** as chief growth officer. He was at **Jack Link's, Welch's, Schwan, and Kimberly-Clark.**
- **Kyle Redfield** rejoined **B&D Nutritional Ingredients** as VP of food and beverage. He was at **KonaRed** and **POM Wonderful.**
- **Olga Osminkina-Jones** joined **Reckitt Benckiser** as SVP of sexual wellbeing. (Stop snickering – what are you, twelve?) She was at **PepsiCo, Beam Suntory, Danone, Heineken, Estée Lauder, and P&G.**
- **Dana Spaeth** joined **Passport Foods** as SVP of sales, R&D, and commercialization. His career includes **Diamond Crystal, Boulder Brands, and PepsiCo.**
- **Eduardo Luz** joined Panera Bread as chief brand and concept officer. We care because he used to work at **Kraft Heinz, Unilever, and AB InBev.**
- **John Carroll** joined **Acosta** as chief growth officer. He was at **Coca-Cola.**
- **David Henderson** joined **Melissa & Doug** as chief commercial officer. He was at **Newell Brands, Hasbro, and Coca-Cola Enterprises.**
- **Glenn Chisholm** joined **Japonesque**, the beauty tools company, as VP of sales. He was at **Revlon.**

Yada yada about the internal moves:

- **Hormel** promoted **Lisa Selk** to VP of marketing for refrigerated meat products. She joined the company in 1998.
- **Bayer** promoted **Dave Tomasi** to chief commercial officer of their consumer health business. He joined last year from **P&G.**
- **P&G** promoted **Pete Carter** to VP of brand building integrated communications. The promotion coincided with his 40-year anniversary (wow!) at the company.
- **Hain Celestial** promoted **Chris Boever** to chief commercial officer. He joined the company in early 2019.

OTHER FUNCTIONS

- **JoAnn Murray** joined **Hain Celestial** as chief HR officer. She was at Conde Nast, Reader's Digest, and **Cadbury.**
- **Allison Pinkham** joined **Heineken USA** as chief people officer. She was at Boehringer Ingelheim.
- **Thembi Machaba** joined **Freshpet** as SVP of HR. She was at **Molson Coors** and related companies.
- **Beatriz Díaz de la Fuente** joined **Tupperware** as chief HR officer. Her experience includes GE and **Herbalife.**
- We missed the news that **Jessica Schilling** joined **Johnson Brothers**, a beverage alcohol distributor, as chief HR officer. She was at **Heineken.**
- **Anthony DiSilvestro** joined **Mattel** as CFO. He was at **Campbell Soup.**
- **Jody Macedonio** joined **8th Avenue Food** as CFO. She was at **Dean Foods, Henkel, Sun Products, and Frito-Lay.**
- **Herman Brons** joined **Kar's Nuts** as CFO. He was at **Kronos Foods** and **Quantum Foods.**
- **Gustavo Ghory** joined **Kimberly-Clark** as chief supply chain officer. He was at SmarterChains and **P&G.**
- **Brad Cashaw** is joining **Flowers Foods** as chief supply chain officer. He was at **Dean Foods, Kraft, Kellogg, and PepsiCo.**
- **Bradley Gayton** is joining **Coca-Cola** as general counsel. He spent 30 years at Ford.
- **Brigitte King** joined **Colgate-Palmolive** as chief digital officer. She was at Calvin Klein, **L'Oréal, and Kao Brands.**
- **Stephanie Peterson** joined **Kraft Heinz** as the head of US communications. She was at IHOP, **Kind Snacks, and PepsiCo.**

BOARDS OF DIRECTORS

- **Jim Goldman** joined Abercrombie & Fitch’s board. He was the CEO of **Godiva** and is a **Nabisco** and **Campbell Soup** alum.
- **Segun Agbaje** joined **PepsiCo**’s board. He is the CEO of a Nigerian bank.
- **Stephen Sadove** and **Jerry Levin** joined the **Waterloo Sparkling Waters** board. They are at **JW Levin Management**, a PE investor in the company.
- **Helayna Minsk** joined the board of **US Nonwovens**, a maker of private label wipes and branded laundry products. Her CPG experience includes **J&J** and **Unilever**.
- **Tracey Brown** joined **Yeti**’s board. She is CEO of the American Diabetes Association, and previously she was at Sam’s Club.
- **Dorri McWhorter** joined the board of **Lifeway Foods**. She was a consultant and runs YWCA Metropolitan Chicago.
- **Paul Wagstaff** joined the board of **CJ Foods**, a pet food contract manufacturer. He is an investor after roles at **Eagle Family Foods** and **Smucker**.

OBITUARIES



■ **Luke Marano** died at 94. He bought and ran **Philadelphia Macaroni Company**, and he was named “Pasta Man of the Year” in 1992.



■ **John O’Neil** died at 98. He was CEO of **Converse** from 1976 to 1986, leading the brand’s resurgence as a retro fashion statement.



■ **Tony Terlato** died at 86. He introduced America to pinot grigio, especially the *Santa Margherita* brand that became a best seller here. Ultimately he bought a number of wineries in California and Italy.



■ **Martha Nierenberg** died at 96. She and her husband established **Dansk Designs** as a premium brand of housewares.



Jamba Juice



■ **Kirk Perron** died at 56. He was working in a Safeway store when he came up with the idea that became **Jamba Juice**.

MARKETING AND STRATEGY

It sounded like a good idea at the time.



- In this issue's "What Took Them So Long?" news, **PepsiCo** is introducing three varieties of *Cheetos Mac 'n Cheese*. Walmart has first dibs, but it will be everywhere in 2021.

- In a case of reverse marketing, **J&J** is discontinuing talc-based *Johnson's Baby Powder* in North America, after thousands of lawsuits said it causes cancer. A version made from cornstarch will still be sold.

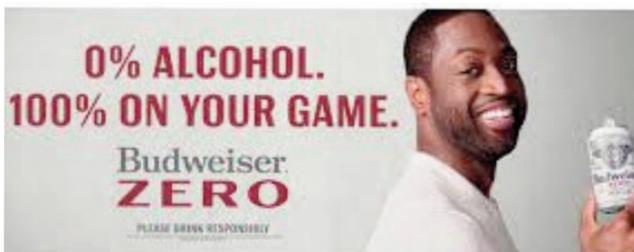
- You can add another company to the list of those helped by the pandemic. **Turning Point Brands** reported record sales for products, like *Zig-Zag* rolling papers. Because if you're stuck at home ...



- CPG marketers are **changing racially offensive brand names** and images. Everyone has heard about *Aunt Jemima* and *Uncle Ben's*, but *Eskimo Pie* will also change to a new name this year.



- Speaking of racial sensitivity, beer brand **Leinenkugel** will remove the picture of a Native American woman from the logo.



- Retired NBA star **Dwayne Wade** supposedly help create *Budweiser Zero*, which launched this summer. It has 50 calories and no alcohol.



- The concept of donut-infused beer is so wrong it just could be right. **Dunkin'** and **Harpoon Brewery** have partnered to launch three varieties.

- **Coca-Cola** may launch their first alcoholic beverage in the US next year. A hard seltzer version of *Topo Chico* sparkling water enters Latin American markets soon.



- **Nestlé** is launching *Purina LiveClear*, a cat food claiming to make cats less allergenic. You learned it here, but cat allergies are caused by a protein in their saliva.



IN CLOSING

Hopefully the rest of 2020 will be better than the first eight months.

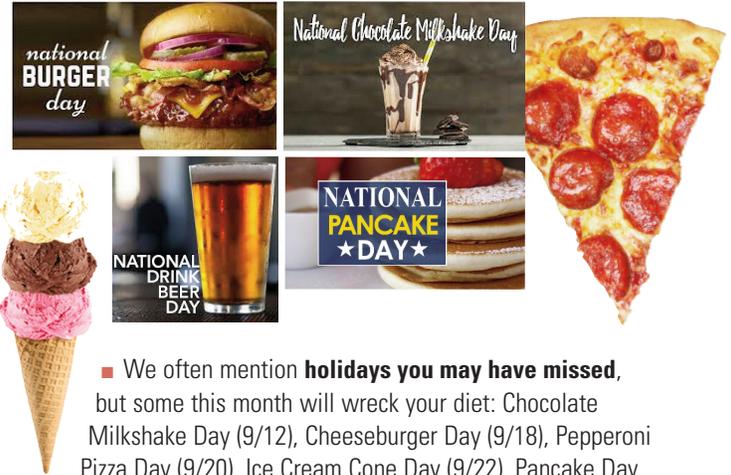


- As big news about Covid-19 re-openings, the **Spam Museum is open again** in Austin, Minnesota. If you can't make it in the flesh, Zoom tours are available.
- Kantar and WPP announced the *BrandZ Top 100*, their list of the **world's most valuable global brands**. CPG honorees include *Coca-Cola* (#13), *Marlboro* (#15), *L'Oréal* (#44), *Budweiser* (#53), *Colgate* (#76), *Gillette* (#89), and *Pepsi* (#99).



- If you get a headhunter's call about a CMO search, consider clarifying what the "M" stands for. That's because **Tyson Foods** is hiring a Chief Medical Officer.
- Market research, *Biz Buzz* style: You must eat just one company's products for the rest of your life, based solely on the name. Will it be **Impossible Foods**, **Incredible Foods**, **Very Good Food**, **Simply Good Foods**, or **OK Foods**? We know the one we would not pick.
- Our latest **All-Name nominee** is in the Ironic Career category. **Cat Lutz** runs the mouse repository (11,000 specimens!) at Jackson Laboratory, a biomedical nonprofit.

- There was much ado about the fact that **women now run 37 of the Fortune 500 companies**. It's a record, but it is still 213 shy of their fair share.



- We often mention **holidays you may have missed**, but some this month will wreck your diet: Chocolate Milkshake Day (9/12), Cheeseburger Day (9/18), Pepperoni Pizza Day (9/20), Ice Cream Cone Day (9/22), Pancake Day (9/26), and Drink Beer Day (9/28).
- Quarantining was tough, but at least you were not in South Africa. They **banned the sale of alcohol** for a total of 14 weeks.
- Speaking of adult beverages, **do they make koozies** that fit the skinny *White Claw* cans? Asking for a friend.

