

Consumer Biz Buzz
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Biz Buzz is 20 Years Old, *and just in time for*
Super Bowl LVII

Consumer Biz Buzz

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

LOOKING BACK

Biz Buzz is 20 years old. A few things have changed.

- **Kraft, Jarden, Sara Lee, Gillette, Anheuser-Busch, Wrigley, Molson, Coors, Allied-Domecq, Heinz, Jim Beam, and Remington** were standalone companies in 2003. All have been acquired or merged since then.
- The **Dow Jones Index** was a little over 13,000 in early 2003. Despite recent dips, it is above 34,000 now.
- The **Rolling Stones** completed a successful tour in 2003, featuring 60-year-old **Mick Jagger**. You can see them this year too, when Mick will turn (gulp!) 80.
- **George W. Bush** was two years into his presidency in 2003. A few things have happened since then.
- **Amazon** entered 2003 with revenue of \$4 billion. That sounds big, but fast forward and the company was expected to do \$746 billion in 2022.
- **LinkedIn** did not exist until May 2003. Now it has over **830 million members** from over 200 countries.
- Meanwhile, *Biz Buzz* is older than both **Facebook** (2004) and **Instagram** (2010).
- **Finding Nemo** was the #1 movie of 2003, with the #2 spot held by the first (of five!) versions of **Pirates of the Caribbean**.
- **USC** had just won a football national championship in 2003, and **Tampa Bay** won the Super Bowl ... without **Tom Brady**.
- The search process has **changed dramatically**, thanks largely to technology. The aforementioned LinkedIn was a game changer, as was Zoom. And who texted candidates and clients back in 2003?
- **Titles that have emerged** since 2003 include Chief Growth Officer, Chief Customer Officer, Chief Experience Officer, Chief People Officer, Chief Diversity Officer, Chief Security Officer, Chief Digital Officer, and Chief Sustainability Officer. Among other things, some acronyms have gotten way more confusing.
- But some things have not changed. In 2003, **Herbert Mines Associates** was the top search firm focused exclusively on consumer-facing businesses. That's even more true now.



TRANSACTION NEWS

Everything looks fresh in the new year.

- **Grupo Bimbo** bought **St. Pierre Groupe**, a UK-based baker of premium brioche-products. The brand is growing in the US.



- **Tilray**, a Canadian cannabis company, bought **Montauk Brewing Company**. They want to be ready to introduce THC-infused beverages when cannabis is legalized.
- **Perrigo** is buying the *Good Start* infant formula brand from **Nestlé**. The main attraction is the plant, as Perrigo needs added capacity for store brand formula.
- **B&G Foods** sold the *Back to Nature* brand of plant-based snacks to **Barilla**. It helps B&G narrow their focus, while helping the pasta company broaden theirs.
- **Hain Celestial** sold the *Westbrae Natural* brand to **Bush Brothers**, the baked beans people. It helps streamline Hain's portfolio.
- **Mars** is buying **Trü Frü**, the fast growing chocolate-covered fruit brand.
- **Mars** is also buying **Champion Petfoods**, the Canada-based maker of the *Acana* and *Orijen* brands.
- **P&G** is buying **Mielle Organics**, makers of a leading haircare brand for Black women. **Berkshire Partners** was an investor.



- **Perfetti Van Melle** is paying **Mondelez** \$1.4 billion for their gum business. The brands include *Trident*, *Dentyne*, *Chiclets*, *Bubbaloo* and *Bubbalicious*.



- **Diageo** is paying \$281 million for *Don Papa*, a high-end dark rum from the Philippines. Distillers are working to move the rum category more upscale.



- **Diageo** also bought **Balcones Distilling**, a Texas-based maker of super premium single malt whiskey.
- **John B. Sanfilippo & Son** bought the *Just the Cheese* brand of baked cheese snacks from **Specialty Cheese Company**.
- **Carlsberg Group** is buying **Waterloo Brewing**, the largest Canadian-owned brewer in Ontario. The price is \$106 million.
- **Flowers Foods** is buying **Papa Pita Bakery**, a baker of flat breads, tortillas, bagels, buns and English muffins.
- **Ferrero** is buying **Wells Enterprises**, the ice cream company with brands such as *Blue Bunny* and *Halo Top*.
- **Keurig Dr Pepper** paid \$863 million for a 30% stake in **Nutrabolt**, maker of energy drinks such as *C4* and *Xtend*. The soda company will also distribute the brands.
- Meanwhile, **Keurig Dr Pepper** paid \$50 million for a minority stake in **Athletic Brewing**, a non-alcoholic craft beer company.

Private equity firms continue to be active buyers and sellers:

- **BDT Capital** took grill maker **Weber** private in a \$3.7 billion deal. It was a 60% premium over the going-in share price.
- **North Castle** bought **Nest**, the fragrance company, from **Eurazeo**. The deal values the company at \$200 million.
- **Littlejohn** bought **Lipari Foods**, a distributor of refrigerated specialty foods. **HIG Capital** was the prior owner.
- **Encore Consumer** sold **Brownie Brittle** to **Second Nature Brands**. That company is owned by **CapVest Partners**.
- **Frontenac** sold **Spice Chain**, a private label and ingredient spice company, to **iSpice Foods**.

- **Paine Schwartz Partners** bought **Vive Organic**, a juice shots brand. It will be combined with **Suja Life**.



- **Trilantic** bought **Sunfed Ranch** to combine it with **Teton Waters Ranch**. The resulting beef company is called **Grass Fed Foods**.
- **Bansk Group** acquired **Red's All Natural**, a maker of frozen burritos and breakfast sandwiches.
- **Ironbridge** bought **King's Pastry**, a sweet goods baker in Ontario.
- **Spell Capital** sold **Pearson's Candy** to family-owned **Annabelle Candy**. Pearson's makes *Salted Nut Roll* and *Bit-O-Honey*.
- **VMG** sold **Velocity Snack Brands** to **Real Food From The Ground Up**. The primary brand is *Popchips*.
- Meanwhile, **Real Food From The Ground Up** also bought **Food Should Taste Good**. The business was owned by **General Mills**.
- **L Catterton** is combining the **Freshly** meal delivery business with **Kettle Cuisine**. **Nestlé** will own 41% of the new company.



- **Mill Point Capital** bought **Seviroli Foods**, a maker of chef-inspired frozen pasta.
- **Golden Grail** bought **Sway Energy**, a zero-sugar energy drink.
- **Riverside** bought **Canuti**, an Italian maker of frozen pasta.

- **Ironbridge** bought **King's Pastry**, a Canada-based maker of baked goods.
- **Brynwood** bought the *Birch Benders* brand from **Sovos Foods**. It will be added to their **Hometown Foods** portfolio company.
- **Tenex Capital Management** bought **Cookies-n-Milk**, a bakery and frozen dessert manufacturer. It will be added to their **JTM Foods** portfolio company.
- **Astara Capital** invested in **Wyandot Snacks**, a contract manufacturer of snacks and cereals.
- **LaSalle Capital** and **Lightspring Capital** bought **Great Lakes Potato Chips**, a maker of kettle chips.

Among earlier stage companies:

- **Poppi**, the fast-growing prebiotic soda brand, raised \$25 million from **CAVU**.



- **Good Worldwide**, a social impact company, acquired **This Saves Lives**. The grain-based snack brand donates a food packet to a needy child for every purchase. Actress **Kristen Bell** is a co-founder.
- **Clio Snacks**, makers of Greek yogurt wrapped in chocolate, raised a round of growth capital. Investors included **Alliance Consumer Growth**, **Maria Sharapova**, and NBA star **Jayson Tatum**.
- Speaking of **Alliance Consumer Growth**, they led the \$12 million series A round for skincare brand **iNNBeauty**.
- Canada-based **No Meat Factory**, a maker of plant-based protein, raised a \$42 million series B round. It was led by **Tengelmann Growth Partners**.



- **Drink Monday**, a maker of no-alcohol spirits alternatives, received a growth investment from **Decathlon Capital**.
- **Distill Ventures**, the accelerator backed by **Diageo**, bought a minority stake in an English whisky producer called **The Oxford Artisan Distillery**.
- **Arey** raised \$4 million in seed funding, led by **Female Founders Fund**. The functional beauty brand is focused on aging hair.
- **Huel** raised \$24 million in a round that will help the plant-based nutrition brand expand in the US. **Highland Europe** led the round, with actor **Idris Elba** participating.



- **Black Sheep Foods** raised a \$12 million series A round. They make plant-based meat alternatives, starting with lamb.
- **Snack It Forward** closed a funding round to continue expanding *PeaTos*, the snack brand made from peas. **Post Holdings** led the round.
- **MALK Organics**, a plant-based milk company, raised a \$9 million series B round. It was led by **Benvolio Group** and early investor **Rotor Capital**.
- **Dae Hair**, a clean haircare brand, raised \$8 million in a series A round. It was led by **Verity Venture Partners**.
- **Rivalz** raised angel funding, led by **The March Group**. Their snacks are made with pea protein and are positioned as a healthier version of *Combos*.
- **Ranch Rider** raised \$11 million of crowdsourced funding. They make canned cocktails.

- **Slate Milk** raised \$10 million in a series A round. It will help expand their high protein, lactose free chocolate milk nationally.
- **The RYL Company** raised \$7 million to launch their four ready-to-drink tea flavors in the Northeast.



- Clean skincare brand **Peace Out** received a \$20 million investment from **5th Century Partners**.

Appearing on a stock exchange near you:

- **Heritage Distilling** will go public in a SPAC deal. They are one of the largest craft distillers on the West Coast.
- **Johnson & Johnson** filed IPO paperwork to spin off their consumer business as **Kenvue**. The idea is to focus on faster-growing pharma and med-tech, but in fact the consumer business provided the only growth in Q4.





If you missed the "For Sale" signs:

- **Juul** is reportedly talking with **Philip Morris**, **Altria**, and **Japan Tobacco** about a sale or partnership.
- **Danone** reportedly wants to sell their *Horizon Organic* and *Wallaby* organic dairy businesses.



COURTROOMS AND BUREAUCRACY

We resolved to be nicer to lawyers this year, but that did not last long.

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- As another nuisance suit, someone has sued **Nestlé** over packaging claims for *Ovaltine*. The plaintiff says “a good source of 12 vitamins and minerals” and “no artificials” are misleading statements.
 - Even worse, a Florida woman wants \$5 million from **Kraft Heinz**. Their issue: making *Velveeta Shells & Cheese* take longer than 3-1/2 minutes.
 - Another suit says **Barilla**’s claim to be “Italy’s #1 pasta” is misleading. The products sold in the US are made in Iowa or New York ... so perhaps they have a point.
 - As a final note about nuisance suits, a federal judge dismissed one against **Mondelez**. A consumer expected *Green & Black* chocolate to contain unprocessed cacao, rather than cocoa. As a news flash, cocoa comes from cacao.
 - **Mattel** agreed to pay \$3.5 million to settle SEC charges about misstating quarterly earnings in 2017. A \$109 million tax expense was reported in the wrong quarter.
 - New Zealand passed the **world’s toughest tobacco laws**. You cannot buy cigarettes if born after 2008, nicotine levels will be cut dramatically, and the number of retail outlets will be cut by 90%.
 - **Flo Rida** won an \$82 million judgment against energy drink maker **Celsius Holdings**. The rapper was a brand ambassador from 2014 to 2018, and he sued over stock options and bonuses he did not receive.
 - The FDA released draft rules regulating the amount of **lead allowed in baby foods**. Uh, how about none?
 - The FTC is investigating beverage pricing practices by **Coca-Cola** and **PepsiCo**.
 - Meanwhile, the FTC has proposed a **ban on nearly all noncompete agreements**. Consider us 100% in favor.

EXPANDING AND CONTRACTING

CPG companies are not immune to economic uncertainty.

- **Bimbo** is building a new bakery in Ohio and a second one in Georgia. Together they will add over 600 jobs.
- **PepsiCo** will cut “hundreds” of jobs at their headquarters in Plano and Purchase.
- **3M** is cutting 2,500 manufacturing jobs globally. They blame slowing demand.
- **Newell Brands** will cut 13% of their office positions, saving over \$220 million.
- **Hasbro** plans to cut 15% of their workforce, or 1,000 jobs.
- **Tyson** is closing their offices in Chicago and South Dakota, consolidating everyone into Northwest Arkansas.
- Likewise, **Campbell Soup** is closing their snack offices in North Carolina and Connecticut, bringing everyone to Camden.
- Small businesses are **driving the labor market**. Companies under 250 employees added 3.7 million jobs since early 2020, while larger companies cut 800,000 jobs.
- As more good news, January’s unemployment rate of 3.4% was the **lowest in 53 years**. Every state added jobs in 2022, ranging from 500 in Mississippi to over 28,000 in Florida.

~~UNEMPLOYED~~



PEOPLE NEWS

A new year means a new adventure.

CEOs

- **Wendy Davidson** joined **Hain Celestial** as CEO. She was at **Glanbia Nutrition**, **Kellogg**, **McCormick**, and **Tyson**.
- **Gina Boswell** joined **Bath & Body Works** as CEO. We care because she was at **Unilever**.
- **David Chavern** is joining **Consumer Brands Association**, the trade group formerly known as the GMA, as CEO. He was at **News/Media Alliance**.
- **Val Oswalt** joined **Kodiak Cakes** as CEO. She was at **Campbell Soup**, **Century Snacks**, **Mondelez**, and **Kraft**.
- **Carla Vernón** joined **Honest Company** as CEO. She was at **Amazon** and **General Mills**.
- **Um Jae-woong** joined **Starkist** as CEO. He does not have CPG experience, coming from LG Electronics most recently.
- **Monty Sharma** joined **Therabody**, the massage gun company, as CEO. He has run CPG companies such as **EAS**, **Naked Juice**, and **Atkins**.
- **Lori Gonzalez** joined **Luminex Home Décor & Fragrance** as CEO. She was at **Twin-Star Home**, **Newell**, and **Jarden**.
- **Tony Hair** joined **Bradshaw Home** as CEO. He was at **Hunter Fan** and **Newell**.
- **Kai Bockmann** joined **Blue Diamond Growers** as CEO. He was at **Saputo** and **McCain Foods**.
- **Mike Murray** joined **Good Karma Foods**, the plant-based dairy alternative company, as CEO. He was at **Teton Waters Ranch**, **Whitewave**, and **General Mills**.
- **Tony Muscato** joined **Country Pure Foods**, a plant-based beverage company, as CEO. He was at **Diamond Crystal**, **Harry's Fresh Foods**, and **H.J. Heinz**.
- **Lewis Goldstein** moved from the board to CEO at **Maine Crisp**, a gluten-free snack company. He was at **Organic Valley**, **Kiss My Face**, and **Dr Pepper Snapple Group**.
- **Jeff Frank** joined **Organic Valley**, a co-op owned by 1,700 organic family farms, as CEO. He was at **Hormel** for 25 years.
- **Greg Pearson** joined **Compana Pet Brands** (formerly **Mana Products**) as CEO. His career includes **Pretzels Inc.**, **Conagra**, and **General Mills**.
- **Geoff Tanner** is joining **Simply Good Foods**, the **Atkins** and **Quest** company, as CEO. He was at **Smucker** and **Del Monte**.

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

- **Sartori Cheese** named **Bert Sartori** as CEO. He is the fourth generation of his family to lead the company.
- **Keurig Dr Pepper** called **Bob Gamgort** back into the CEO role. His successor resigned over conduct-code violations.
- **Super Coffee** promoted **Tyler Ricks** to CEO. He joined as president in early 2022.
- **Gemline**, a promotional products company, promoted **Frank Carpenito** to CEO. His career includes roles at **Big Mouth**, **Dancing Deer**, **Pepsi**, and **P&G**.



PRESIDENTS AND GMs



- **Brady Stewart** joined **Tyson** as group president of their beef and pork business. He was at **Smithfield Foods**.
- **Jeffrey Rothman** joined **Colgate-Palmolive** as GM of North America oral care. He was at **Walgreens Boots**, **Danone**, and **Unilever**.
- **Andrea DiNunzio** joined **Coty** as GM of luxury skincare. Most recently she was at **Lashify**, **Dermaflash**, and **Unilever**.
- **Ty Gilmore** joined **Tilray**, the cannabis company, to run their US beer portfolio. He was at **Glazer's** and **Diageo**.
- **Steve Loftus** joined **Sun-Maid Growers**, the raisin co-op, as president and COO. He was at **TreeHouse Foods** and **Kraft**.
- **Tara Murphy** joined **Bentkey Ventures** as president of consumer products. She was at **Bee's Wrap**, **Vermont Smoke & Cure**, **Keurig Green Mountain**, **RB**, and **P&G**.

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

- **Campbell Soup** named **Mick Beekhuizen** as president of meals and beverages. He succeeds **Chris Foley**, who became president of snacks. Mick was the CFO.
- **Sargento Cheese** named **Erin Price** as president of their consumer products division and **Chris McCarthy** as president of food service and ingredients.
- **Hershey** added Canada to **Herjit Bhalla's** scope, joining Asia, Middle East and Africa. They also made Europe a standalone business, led by **Jackson Hitchon**.
- Also, **Hershey** promoted **Kristen Riggs** to president of their salty snacks business. She has been at the company 17 years.

SALES AND MARKETING

- **Sherene Jagla** joined **Impossible Foods** as chief demand officer. She brings a sales background from **Newell**, **Kellogg**, **Kimberly-Clark**, **MillerCoors**, and **Altria**.
- **Ellen Forsyth** joined **Kradle**, a maker of calming supplements for dogs, as chief customer officer. She was at **Smucker**, **Blue Buffalo**, and **General Mills**.
- **Melanie Boulden** is joining **Tyson Foods** as chief growth officer. She was at **Coca-Cola**, with earlier roles at **Crayola**, **Kraft**, and **Henkel**.
- **Ipek Erdogan-Trinkaus** rejoined **Milkadamia** as chief commercial officer. She has been at **Ameda**, **Mead Johnson**, and **Abbott Nutrition**.
- **Chris Burleson** joined soda company **Reed's** as chief commercial officer. His experience includes **Fever-Tree**, **Voss**, and **Jones Soda**.
- **Melanie Domer** joined **Daiya Foods** as CMO. She was at **SCJ**, **Mars Wrigley**, **General Mills**, **Kraft**, and **P&G**.
- **Lana Buchanan** joined **Poppi**, the prebiotic soda brand, as CMO. Her experience includes **Anheuser-Busch**.
- **Arielle Knutson** joined **Good Culture**, the cottage cheese brand, as SVP of marketing. She was at **Nuun Hydration**.
- **Tom Smallhorn** became a marketing professor at **Clemson**. He was at **Foster Farms**, **Mighty Leaf Tea**, **Treasury Wine Estates**, **Popchips**, **PepsiCo**, and **Gallo**.

Among those moving up without changing companies:

- **Tupperware** named **Hector Lezama** as chief commercial officer. He joined the company in 2020.
- **Aspire Bakeries** promoted **Christine Prociv** to chief commercial officer. She joined the company in 2019.

OTHER FUNCTIONS

- **Shari Eton** and **Marjorie De La Cruz** joined **Chobani** as chief people officer and chief legal officer, respectively. Shari was at Pelaton; Marjorie was at **PepsiCo**.
- **Eric Munoz** joined **Good Foods** as CHRO. His background includes **Kellogg**, **Mondelez**, and **Kraft**.
- **Yun Lee** joined **Harvest Hill Beverage Company** as CHRO. Her CPG work was at **Harman**.
- **Mark Erceg** joined **Newell Brands** as CFO. He started his career at **P&G**.
- **Matthew Garth** joined **Scotts Miracle-Gro** as CFO. This is his first role in CPG.
- **Jeremiah Ashukian** joined **Krispy Kreme** as CFO. We care because he spent the past 20 years at **Mars**.
- **Patrick Hallinan** is joining **Stanley Black & Decker** as CFO. He spent 17 years at **Fortune Brands**, where **David Barry** will be his successor.
- **Neil Beaumont** is joining **Fonterra**, the New Zealand dairy co-op, as CFO. It will be his first CPG role.
- **Carrie Anderson** is joining **Campbell Soup** as CFO. It is her first role in CPG.
- **Chris Caswell** joined snack company **Second Nature Brands** as CFO. He was at **Welch's** and **Keurig Green Mountain**.
- **Janelle Orozco** joined **Kraft Heinz** as chief procurement officer. She was at **Diageo** for 20 years.
- **Ahmet Hepdogan** joined **Dawn Foods** as VP of procurement for North America. He was at **Ferrara**, **Aryzta**, and **US Foods**.
- **Karin Rotem-Wildeman** is joining **Keurig Dr Pepper** as chief R&D officer. She was at **LiveKindly**, **Godiva**, and **PepsiCo**.
- **Oksana Woloszczuk** joined **Amy's Kitchen** as chief supply chain officer, and **Goretti Hamlin** rejoined as VP of HR.

Yada yada yada about internal moves:

- **Dawn Foods** promoted **Josh Bruketta** to VP of people for North America. He joined the company in 2021.
- **Daiya Foods** named **Erin Legge** as CFO. She joined the company in 2021.
- **Smithfield Foods** promoted **Mark Hall** to CFO. He joined the company in 2019.
- **Simply Good Foods** named **Shaun Mara** as CFO. He joined the company in 2019.

Campbell's

Amy's

daiya



Smithfield



Scotts Miracle-Gro

StanleyBlack&Decker

MARS

KraftHeinz



Simply Good FOODS

Dawn

newell

Chobani

BOARDS OF DIRECTORS

Simple
Mills



Scott's Miracle-Gro



REVLON



BROWN-FORMAN



e.l.f.



newell



IFF

Kraft Heinz



Mondelez
International

Grove
COLLABORATIVE

Stryve

- **Mark Clouse** joined **Brown-Forman's** board. He is the CEO of **Campbell Soup**.
- **Ann Mukherjee** joined the **Mondelez** board. She is the CEO of North America at **Pernod Ricard**.
- **Kevin Cleary** joined the board of **Grove Collaborative**. He is at an advisory firm after being the CEO of **Clif Bar**.
- **Oray Boston** joined the board of **Keurig Dr Pepper**. He has been at **J&J** for 30 years.
- **Diane Gherson** joined the board of **Kraft Heinz**. She was the CHRO at IBM.
- **Richard Dickson** joined Gap's board. He is president and COO at **Mattel**.
- **Stephanie Stahl** joined the board of **Newell Brands**. She was at **Revlon** and **Coach** back in the day.
- **Edith Avilés** joined the board of **Scott's Miracle-Gro**. She is an investor relations pro at **Clayton Dubilier & Rice**, a PE firm.
- **Sheila Stanziale** joined two boards: **Bush Brothers** (baked beans) and **The Wine Group** (*Franzia*, etc.). She is the CEO of **SpudLove**.
- **Gayle Tait** joined the board of **e.l.f. Beauty**. She is the CEO of Trove, a site for reselling branded goods.
- **Chris Whitehair** joined the board of **Stryve Foods**. He is SVP of operations at **SunOpta**.
- **Sheryl O'Loughlin** joined the board of **Simple Mills**. She was the CEO of **Clif Bar**, **Plum Organics**, and **REBBL**.
- **Cynthia Burks** joined the **WD-40** board. She was at Genentech most recently.
- **Steve Cahillane** joined **Colgate-Palmolive's** board. He is the CEO of **Kellogg**.
- **Dawn Willoughby** joined the board of **IFF** (International Flavors & Fragrances). She was the COO of **Clorox**.
- **Paul Aronzon** joined **Revlon's** board. He is an attorney who will join the restructuring committee.

OBITUARIES



■ **Carl Hahn** died at 96. Although not a CPG guy, we love his work (*"Think small"* etc.) to make the VW Beetle successful in the 60s.



■ **Bob Born** died at 98. He ran **Just Born**, his family's candy company, for years. But he is most loved for making *Peeps* the success it is today.



■ **Ginny Redington Dawes** died at 77. She composed iconic jingles for brands such as *Coca-Cola*, *Tide*, and *Kit Kat*.



■ **Dietrich Mateschitz** died at 78. The Austrian entrepreneur turned a Thai energy tonic into *Red Bull*, a global brand.

MARKETING AND STRATEGY

There's a good idea in here somewhere.

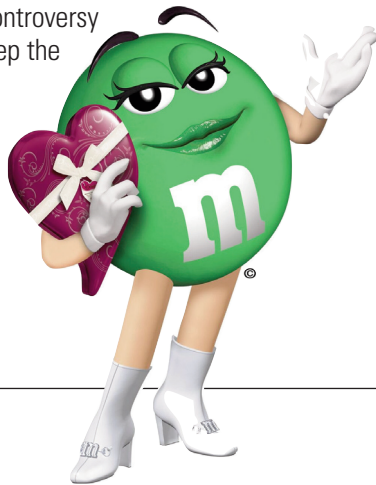
- **Anheuser-Busch** will own a Major League Pickleball team. Other owners in the league include **LeBron James**, **Kevin Durant**, **Tom Brady**, and **Drew Brees**.



- **PepsiCo** has launched *Starry*, a lemon-lime soda that will compete with *Sprite*. They hope for more success than with *Slice* (1984) and *Sierra Mist* (1999).

- The *M&M's* ads on the Super Bowl will look different. Comedian **Maya Rudolph** will replace the spokescandies, whose new looks sparked some controversy lately. As a reminder, sign the "Keep the green M&M sexy" online petition.

- **Mattel** regained the license to make Disney princess toys. They lost it to **Hasbro** in 2014.



- Advertisers in **Super Bowl LVII** are paying \$VI to \$VII million for a 30-second ad. CPG brands stepping up include *Doritos*, *Downy*, *PopCorners*, *Heineken*, *Budweiser*, *Miller Lite*, *Coors Light*, *Sam Adams*, *Planters*, *Busch*, *M&M's*, *Michelob Ultra*, *Pringles*, *Crown Royal*, and *Bud Light*. But the funniest ad we have seen is for HR site *Workday*.

- LPGA golfer **Brooke Pancake** is sponsored by **Waffle House**. Has there ever been a better match of name and sponsor?

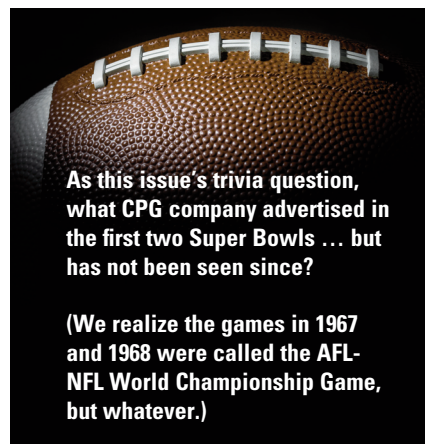


IN CLOSING

Here's to the next 20 years!

- It's just a thought, but if you are the new CFO of a multi-billion dollar poultry company, try not to **get arrested for public intoxication** after falling asleep in a stranger's house. Especially if your name is on the company. Email us if you need the details.
- *Newsweek* published their list of **the most responsible companies**. CPG honorees in the top 100 included **General Mills** (#2), **Clorox** (#5), **Estée Lauder** (#18), **Campbell Soup** (#28), **Edgewell** (#37), **Kimberly-Clark** (#65), **Keurig Dr Pepper** (#69), **McCormick** (#81), **Hasbro** (#95), and **Newell Brands** (#98).
- **Andrew Towle** was the first to answer last issue's trivia question correctly. The five Major League Baseball parks with CPG names are **Busch Stadium**, **Coors Field**, **Minute Maid Park**, **Tropicana Field**, and **Wrigley Field**.

CPG TRIVIA CHALLENGE



As this issue's trivia question, what CPG company advertised in the first two Super Bowls ... but has not been seen since?

(We realize the games in 1967 and 1968 were called the AFL-NFL World Championship Game, but whatever.)