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FOR IMMEDIATE RELEASE
January 6, 2021

Whipstitch Capital Serves as Exclusive Financial Advisor to Brothers International Food Corporation in Recapitalization and Partnership with Benford Capital Partners

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January 6, 2021, Framingham, MA. Earlier today Benford Capital Partners Management, L.P. (“Benford Capital” or “BCP”), a Chicago-based private equity investment firm, announced it has completed the recapitalization of Brothers International Food Corporation (“Brothers” or the “Company”) in partnership with Founder Travis Betters, who will continue to lead Brothers as CEO. Whipstitch Capital (“Whipstitch”) served as the exclusive financial advisor to Brothers in the transaction.

Founded in 2001 and based in Rochester, NY, Brothers is a highly successful food company with two distinct and complementary divisions: (i) the Brothers All-Natural division, the market leader in branded, private-label, and co-branded freeze-dried fruit snacks sold through supermarket, mass, drug and e-commerce retailers and (ii) the ingredients division, a value-added importer and distributor of unique and exotic fruit ingredients sold to large food and beverage companies

“The Whipstitch team was crucial in helping us achieve this fantastic outcome. I am thrilled with the result and cannot thank the team enough for their expertise and guidance,” said Brothers CEO, Travis Betters. “I gave the Whipstitch team a tight timeline as I wanted to close by year-end – and they delivered.”

Nick McCoy, Managing Director and Co-Founder of Whipstitch, added, “It was a pleasure to advise Brothers throughout this transaction. Travis Betters has built a sought-after business with meaningful market share in freeze dried fruit and fruit-based ingredients and we are eager to watch the Company continue to grow under BCP’s guidance.”

Tim Sousa, Vice President at Whipstitch added, “We had a great experience working alongside Travis for this positive outcome. Travis is a motivated and driven leader who found an ideal partner in BCP.”

Commenting on the deal, BCP Managing Director Ben Riefe stated, “Brothers is a differentiated, niche-market leading food company with an exceptional reputation as an innovative, value added partner to a diverse and blue-chip customer base. The entire Benford team is looking forward to working with the Brothers management team in the years ahead.”



About Whipstitch Capital

Whipstitch Capital is the largest independent private investment bank in the U.S. solely focused on better-for-you consumer sector, specializing in sell-side, buy-side M&A and private placements. Whipstitch understands that every situation, every company and product is unique. We listen. We focus. We provide honesty and transparency. We make deals happen. We create the 'whipstitch' of the deal.

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