

NPC is a thematic and operationally-focused private equity firm that partners with primarily founder-owned companies that have reached a growth inflection point and are seeking their “Next Phase”

The NexPhase Approach

Specialization

Industry vertical teams bring true domain expertise

Thematic

Target subsectors based on relevant investment themes and trends

Operators

Operational enhancement via 16 industry and functional experts

Value Creation

Systematic approach to creating market leaders

Partner of Choice

Over 80% of investments entrepreneur-owned and operated at close

100+ investments completed and \$2.6B capital raised and managed since inception

Investment Criteria

Ownership	Control
Location	North America
EBITDA	\$4MM to \$30MM
Equity Investment	\$40MM – \$150MM
Financial Profile	Asset-light, high growth

Preference for entrepreneur-owned businesses

Transaction Opportunities:

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Select Consumer Portfolio Companies



July 2022

Direct-to-consumer marketer of clean and effective baby and family personal care products focused on sensitive skin conditions



March 2021

Top 30 US winery focused on approachable, flavor-forward and low-ABV wines



June 2016

Leading cocktail mix brand offering a complete line of premium non-alcoholic mixers and spirit-based ready-to-drink cocktails



April 2019;
exited September 2021

Omnichannel manufacturer of premium-quality, ready-to-eat indulgent popcorn with significant e-commerce footprint



May 2012;
exited December 2016

Provider of branded and licensed personal care products. #1 children's oral care brand, Firefly, and leading value brand, Dr. Fresh

Focus Areas

Branded CPG within:

Beverage

- Beverage mixes & enhancers
- Craft spirits, flavored alcohol, hard cider & wine
- Low/no-alcohol alternatives
- Specialty & functional beverages

Personal & Home Care

- Cleaning & maintenance
- Functional beauty/personal care & consumer health
- Pain relief, recovery & active lifestyle solutions
- Relaxation & sleep aids
- Safety & accessibility solutions

Food

- Candy/BFY alternatives
- Food as medicine; allergen-free foods
- Indulgent treats & snacks
- Meal solutions
- Sauces, condiments & toppings

Other

- Baby/Kid & senior-focused brands
- DTC/e-commerce brands with emerging/potential FDM distribution
- Leading regional brands

Value Creation Expertise

- Brand development
- Distribution expansion and route-to-market strategy
- Organizational design, recruiting, succession planning and leadership development
- Product innovation
- Sales and marketing execution, including digital best practices
- Strategy development and performance management
- Supply chain cost savings and lean management

Consumer Team

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- PepsiCo

Bob Waldron
Executive Advisor

- Cameron's Coffee
- General Mills
- Schwan Foods
- Sun Products

Micah Valine
Finance, accounting, supply chain and operations

- SYSCO Food Services
- TreeHouse Food

Michael Johnson
Digital Marketing

- CEO, Get Found First (Google Premier Partner)