



Everingham & Kerr, Inc.

Merger & Acquisition Advisors focused on the Lower Middle Market

Everingham & Kerr, Inc. is pleased to announce that

**Simplified Foods, LLC d/b/a
SIMPLE Squares & Simple Botanics**
has been acquired by
**Kidd & Company, LLC & T-Street Capital &
its portfolio company Brand Holdings**



simple botanics

KIDD & COMPANY

T-street
CAPITAL

Mt. Laurel, NJ – April 5, 2021

Everingham & Kerr, Inc. announced today that Simplified Foods, LLC d/b/a SIMPLE Squares & Simple Botanics (*the “Company” or “SB”*) has been acquired by Brand Holdings (*the “Company” or “BH”*) and its investors Kidd & Company, LLC (“KCO”) and T-Street Capital (“TSC”). Terms of the transaction were not disclosed.

Headquartered in Chicago, Illinois, and founded by Kimberly Crupi Dobbins, SB manufactures clean energy bars, snacks and beverages made from “simple unprocessed ingredients that harness the power of spices and herbs”. SB’s flagship product line is a paleo, organic, non-GMO, nutritional bar infused with superfoods and functional herbs and spices called Simple Squares. It also offers a line of herbal teas and powders. To learn more about SB please visit: www.simplebotanics.com.

Headquartered in Pittsburgh, Pennsylvania, BH is a holding company focused on acquiring direct-to-consumer e-commerce companies in the areas of health and wellness, sports nutrition, beauty and functional foods, among other categories. BH is backed by KCO and TSC. This represents the second acquisition for the Company. The first acquisition was Dr. Emil Nutrition, a leading provider of a portfolio of health and wellness supplements as well as sports nutrition products for both the enthusiast athlete and everyday consumer developed its original founder, by Dr. Emil Hodzovic.

To learn more about BH, KCO, TSC and Dr. Emil, visit their respective websites: www.brandholdingsllc.com, www.kiddcompany.com, www.t-street.com, and www.dremilnutrition.com.

Everingham & Kerr initiated the transaction, acted as the exclusive financial advisor and negotiated the transaction for SB.

For more information on this transaction, please contact Joseph A. Vanore at jav@everkerr.com or 856.546.6655 x114.

About Everingham & Kerr, Inc.

Everingham & Kerr is a merger and acquisition advisory firm that specializes in providing intermediary services for lower middle market companies and entrepreneurs. The firm assists clients across all industries and offers various services including mergers, acquisitions, divestitures, valuations, transaction consulting and exit planning. The firm’s client base has included public and private corporations, investor groups, individual entrepreneurs, management buyout groups and family buyout participants. Everingham & Kerr’s focus is on providing lower middle market companies with highly professional services typically available only from large investment banks servicing much larger clients. The firm provides the resources and highly experienced personnel necessary to ensure maximum results produced efficiently and confidentially.

**PRESS
RELEASE**
for immediate release

April 5, 2021



Everingham & Kerr, Inc.

New Jersey Headquarters

**1300 Route 73, Ste. 103
Mt. Laurel, NJ 08054
Phone: 856.546.6655
Fax: 856.546.2806**

**E-Mail: jav@everkerr.com
Website: www.everkerr.com**