

## **PEAK ROCK CAPITAL PORTFOLIO COMPANY, NATURAL AMERICAN FOODS, ACQUIRES SWEET HARVEST FOODS**

Onsted, MI, December 20, 2016 – Natural American Foods, Inc. (“Natural American Foods” or the “Company”), a portfolio company of an affiliate of Peak Rock Capital (“Peak Rock”), a leading middle market private equity firm, announced today that it has acquired Sweet Harvest Foods Company (“Sweet Harvest”). The acquisition brings together two leading honey companies with a combined 200-year legacy of quality and customer service.

Headquartered outside of Minneapolis, Sweet Harvest is a leading producer and distributor of honey, peanut butter, and syrup products, including a full range of honey products sold under the MEL-O brand, as well as a line of peanut butter products sold under the PB Crave brand. Sweet Harvest has a strong legacy of quality and customer service, tracing its origins back to 1923. The company sells products to some of the world’s best known food manufacturers, national retail and grocery chains and food distributors.

Robert Strauss, Director of Natural American Foods and a Managing Director of Peak Rock Capital, said, “We are delighted to combine the Sweet Harvest and Natural American Foods businesses, further expanding the Company’s capabilities and reach. We look forward to partnering with Curt and Darcy Riess, and to building on the strong foundation and legacy that they have established over the past two decades at Sweet Harvest. We are fortunate that Curt will be joining the board of Natural American Foods, bringing with him over 20 years of experience in the honey industry.”

Mr. Strauss continued, “The acquisition of Sweet Harvest is a great example of the kind of strategic transaction that Natural American Foods continues to seek in the natural sweetener industry.”

Lance Chambers, Chief Executive Officer of Natural American Foods, added, “Sweet Harvest is an iconic brand in our industry, with an unrivaled reputation for integrity, quality and customer service. We’re excited to have them join the Natural American Foods family, and to have Curt, Darcy, and Austin Riess join our team.”

Curt Riess, President of Sweet Harvest, commented, “On behalf of myself, my wife Darcy, and all Sweet Harvest employees, we are very excited to join the Natural American Foods team. Sweet Harvest and Natural American Foods have each established strong reputations for producing high quality products and working to deliver outstanding customer service. I’m looking forward to our partnership and working with Natural American Foods’ talented management team to accelerate the growth of the combined businesses.”

### **ABOUT NATURAL AMERICAN FOODS**

Natural American Foods is one of the country’s largest processors of 100% pure all-natural honey. With operations in California and Michigan, the company serves some of the best-known manufacturers, distributors and retailers in the United States. Natural American Foods is committed to retaining the natural pollen in every batch of honey, which ensures a superior product and allows for third-party verification of geographical origin and floral source. Learn more at [www.naturalamericanfoods.com](http://www.naturalamericanfoods.com).

## **ABOUT SWEET HARVEST FOODS**

Founded in 1923, Sweet Harvest Foods offers high quality, great tasting honey, peanut butter, and syrup products. The company serves the world's best known food manufacturers, national retail and grocery chains and food distributors. Learn more at [www.sweetharvestfoods.com](http://www.sweetharvestfoods.com).

## **ABOUT PEAK ROCK CAPITAL**

Peak Rock Capital is a leading middle-market private equity firm that makes equity and debt investments in companies in North America and Europe. Peak Rock focuses on investing in opportunities where it can support senior management in driving rapid growth and profit improvement through operational and strategic change. Peak Rock's principals have deep expertise in complex situations and cross border transactions, with the ability to provide tailored capital solutions and close transactions quickly where speed and certainty are priorities. For further information about Peak Rock Capital, please visit [www.peakrockcapital.com](http://www.peakrockcapital.com).

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