

PEAK ROCK CAPITAL AFFILIATE SELLS SWEET HARVEST FOODS

Austin, Texas, April 9, 2021 – An affiliate of Peak Rock Capital (“Peak Rock”), a leading middle-market private investment firm, announced today that it has sold Natural American Foods, Inc. d/b/a Sweet Harvest Foods (“Sweet Harvest” or the “Company”) to Blue Road Capital (“Blue Road”).

Based in Cannon Falls, Minnesota, Sweet Harvest is a leading natural sweeteners platform and one of the largest honey processors in North America. The Company operates three BRC AA rated facilities in Minnesota, California, and Michigan and serves retailers, distributors, and consumer packaged goods companies nationally. Sweet Harvest employs a direct-sourcing model which allows the Company to maintain the highest standards of quality, safety, and traceability for customers.

Robert Strauss, Managing Director of Peak Rock, said, “We have been privileged to work closely with the Sweet Harvest team and are proud of all that has been accomplished. Under our ownership, Sweet Harvest made significant investments in its team and manufacturing and supply chain capabilities. During this time, the Company transformed into a scaled, natural sweeteners platform with a national manufacturing footprint and global supply chain reach. We believe these investments have well-positioned Sweet Harvest for the future and we wish the Company and Blue Road continued success in the years to come.”

Ken Stickevers, Chief Executive Officer of Sweet Harvest, added “We are thankful for the support that Peak Rock and our Board has provided over the last several years. In that time, we have made significant investments that ultimately allow us to better serve our valued customers and employees. We look forward to expanding on this foundation in partnership with Blue Road.”

ABOUT SWEET HARVEST FOODS

Sweet Harvest Foods is one of the country’s largest processors of 100% pure all-natural honey with operations in Minnesota, California and Michigan. Sweet Harvest Foods serves the world’s best known food manufacturers, national retail and grocery chains and food distributors. Learn more at www.sweetharvestfoods.com.

ABOUT PEAK ROCK CAPITAL

Peak Rock Capital is a leading middle-market private investment firm that makes equity and debt investments in companies in North America and Europe. Peak Rock’s equity investment platform focuses on opportunities where it can support senior management to drive rapid growth and profit improvement, with expertise in corporate carve-outs and partnering with families and founders seeking first-time institutional capital. Peak Rock’s credit platform invests across capital structures, with a broad mandate to provide flexible, tailored capital solutions to middle-market and growth-oriented businesses. Peak Rock’s real estate platform makes equity and debt investments in small to mid-sized real estate assets in attractive, growing geographies. Peak Rock’s principals have deep expertise in complex situations and cross-border transactions, with the ability to close transactions quickly where speed and certainty are priorities. For further information about Peak Rock Capital, please visit www.peakrockcapital.com.

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