

BRANCH BROOK HOLDINGS



SWANDER PACE CAPITAL and JEFFERSON CAPITAL PARTNERS along with UNITED NATURAL FOODS, INC.

jointly announce the hiring of Linda Boardman as President of Branch Brook Holdings, LLC

Prior to joining Branch Brook, Boardman served as President of Applegate Farms and held senior roles with Whole Foods Market and Ocean Spray Cranberries. Boardman brings a wealth of experience with natural and organic food companies and understands the requirements to successfully manage rapid sales growth while preserving a company's existing culture.

Branch Brook Holdings, LLC ("BBH") represents a strategic partnership between Swander Pace Capital, Jefferson Capital Partners, and United Natural Foods. BBH was formed in April 2012 and invests in organic and natural consumer product companies based in North America. These companies operate independently from UNFI but benefit from enhanced access to UNFI's distribution network and services. In addition, a value-added partnership with SPC and JCP brings best practices and contacts through their long histories of growing and developing companies in the consumer sector.

Please contact Linda Boardman at BBH (508-237-1176), Andrew Richards or Rob DesMarais at SPC (908-719-2322), or Tim O'Donnell at JCP (804-643-0100) to discuss any relevant investment opportunities.

SWANDER PACE CAPITAL

BEDMINSTER, NJ · SAN FRANCISCO, CA · TORONTO, ON
WWW.SPCAP.COM

JEFFERSON CAPITAL PARTNERS

RICHMOND, VA
WWW.JEFFERSONCAPITAL.COM