

Frontenac Co. Sale of Whitebridge Pet Brands to NXMH, a Belgium-based Family-owned Investment Firm

JULY 29, 2021

Winston & Strawn LLP represented Frontenac Co., a Chicago-based private equity firm, in the sale of Whitebridge Pet Brands to NXMH, a Belgium-based family-owned investment firm. Whitebridge is a leader in natural and minimally processed pet foods, complements, treats, and supplements. Winston represented Frontenac in its acquisition of Whitebridge in 2014 and represented Whitebridge in several strategic acquisitions, including Petropics, maker of Tiki Cat® and Tiki Dog® pet foods; Dogswell®, a leading brand of functional jerkies for dog; Cardinal Pet Care, maker of Pet Botanics® and Crazy Dog® training treats; and Grizzly Pet Products, a leader in pet supplements.

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