

Represented The Honey Pot Company Holdings, LLC, a leading better-for-you feminine care brand, in the sale of a controlling stake in the business to Compass Diversified (NYSE: CODI)

JANUARY 16, 2024

Winston & Strawn represented The Honey Pot Company Holdings, LLC (“The Honey Pot Co.”), a leading better-for-you feminine care brand in connection with the acquisition of a controlling stake in the business by Compass Diversified (NYSE: CODI) (“Compass”). Compass and The Honey Pot entered into a definitive agreement for an enterprise value of \$380 million (excluding working capital and certain other adjustments upon closing). The Honey Pot Co. will continue to be led by its current leadership team and existing owners and management will retain a significant minority stake in The Honey Pot Co.

Based in Atlanta, Georgia, the idea for The Honey Pot Co.’s feminine wash began in an apartment kitchen in 2012, fueled by Co-Founder Beatrice Dixon’s personal experiences and ultimate want to change how the world uses and sees feminine care products. Today, The Honey Pot Co. provides a complete feminine care system – powered by plant-derived ingredients and clinically tested formulas – with a diverse set of products across the feminine hygiene, menstrual, consumer health and sexual wellness categories.

Eva Davis, Chair of the firm’s Global Transactions Department and the lead partner on the transaction, routinely serves as lead deal counsel in the acquisition and later sales of notable consumer brands (including DERMA E®, Don Miguel®, Lily’s®, Mauna Loa®, MET-Rx®, Quest Nutrition®, Vega®, Simple Mills®, Pretzel Crisps®, Sun Bum®, My Mochi®, and Waggin’ Train®) to strategic buyers and to private equity funds that invest in consumer brands. Her transactional experience includes deals ranging from tens of millions of dollars (for initial private equity investments and financings) to more than \$5 billion (for acquisitions, industry consolidations, and dispositions).

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