

Eva Davis Featured on Bloomberg TV's *Investment Committee*

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Winston & Strawn partner Eva Davis appeared on Bloomberg TV's *Investment Committee*, a *Bloomberg Deals* segment that brings together industry leaders to discuss leading investment ideas and emerging deal opportunities. Eva joined Kroll Investment Banking Global Head Joshua Benn, and Bain & Company U.S. Consumer & Retail Investing Vertical Co-Head Emily Miller, for a discussion on where investors should consider deploying capital in the consumer sector.

During the segment, Eva offered her perspective on the industry sectors most poised for transaction activity, highlighting protein and the food and beverage sector. She noted the significant role private equity continues to play in identifying and scaling innovative brands, addressed key risks and opportunities shaping the sector, and shared her outlook for the sector in the year to ahead.

Eva emphasized that inflation, commodity cost swings, packaging cost pressure, rising cost of ingredients, and tariffs all remain concerns for the industry. She also discussed evolving consumer behavior with the rise of GLP-1 users, noting that while there were initial fears of these users cutting back on food purchases, consumers have "traded up" and seek higher-quality, more indulgent products that still meet better-for-you expectations. Taste and enjoyment matter more than ever. This shift, she explained, creates opportunities to be disruptors in how the new consumer is thinking about what they put in their baskets.

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