

Pinnacle Foods acquires Garden Protein International

Torys acted as counsel to Pinnacle Foods with a team led by Patrice Walch-Watson and which included John Tobin, Leah Frank, Jessica Palter, Charlotte Cameron and Mark Bain.

On November 14, 2014, Pinnacle Foods Inc. acquired Canada-based Garden Protein International Inc., the rapidly-growing manufacturer of the plant-based protein brand [gardein™](#), from Founder and President Yves Potvin and TSG Consumer Partners LLC, a leading strategic equity firm.

Pinnacle plans to invest significantly behind Gardein in 2015 to continue to expand the brand and leverage the complementary positioning of Gardein and Birds Eye in the marketplace.

In connection with this transaction, Perella Weinberg Partners served as financial advisor to Pinnacle Foods, while Houlihan Lokey, Inc. served as financial advisor to Garden Protein International Inc.

[Garden Protein](#) is the manufacturer of the innovative plant-based protein brand [gardein™](#), with a line of award-winning frozen products that serve as alternatives for traditional animal-based protein formats, such as chicken strips and tenders, ground beef and fish fillets.

[Pinnacle Foods](#) is a leading producer, marketer and distributor of high quality branded food products, including brands such as Birds Eye®, Duncan Hines®, Wish-Bone®, Hungry-Man® and Aunt Jemima®, among others.

[TSG](#) is a leading investment firm with approximately US\$3 billion in equity capital under management and is focused exclusively on the branded consumer sector.

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