

PEAK ROCK CAPITAL AFFILIATE ACQUIRES LOUISIANA FISH FRY PRODUCTS

Peak Rock Continues to Acquire Leading Middle Market Businesses in the Food and Beverage Industry

Austin, Texas, October 9, 2018 – An affiliate of Peak Rock Capital (“Peak Rock”), a leading middle market private equity firm, announced today that it has acquired Louisiana Fish Fry Products, Ltd. (“Louisiana Fish Fry” or the “Company”), a manufacturer and supplier of branded, Louisiana-inspired food products.

Headquartered in Baton Rouge, Louisiana, the Company provides a broad array of Louisiana-inspired food products, including spices & seasonings, seafood boils, breadings & batters, sauces & marinades, and rice mixes. The Company serves leading grocery and mass market retailers as well as foodservice customers nationwide. Founded by the Pizzolato family more than 30 years ago, Louisiana Fish Fry has earned an exceptional reputation for great tasting, authentic products, and outstanding customer service.

Robert Strauss, Managing Director of Peak Rock Capital, said, “Our investment in the Louisiana Fish Fry platform highlights Peak Rock’s continued commitment to investing in food businesses that are leaders in their categories and are well-positioned for further revenue growth. We look forward to working with the company’s management team to enhance the business and build on the great legacy that the Pizzolato family has created over the past three plus decades.”

Anthony DiSimone, Chief Executive Officer of Peak Rock Capital, added, “This transaction reinforces Peak Rock’s deep experience investing in founder and family-owned businesses and highlights our continued interest in attractive investments in the food and beverage industry. We continue to seek additional food and consumer platforms to invest in as well as complementary add-on acquisitions for Louisiana Fish Fry of other branded specialty food companies.”

The acquisition of Louisiana Fish Fry represents Peak Rock’s eighth investment in the food and beverage industry. Peak Rock’s current investments in the food space include:

- TNT Crust, a leading manufacturer of pizza crusts;
- Sweet Harvest Foods, a leading producer and distributor of honey;
- Berner Food & Beverage, a leading manufacturer of dairy-based shelf-stable snacks and beverages;
- Diamond Crystal Brands, a leading manufacturer and distributor of portion control and single serve food and beverage products; and
- Gold Coast Bakeries, a leading manufacturer of specialty and organic breads, buns, and rolls

ABOUT LOUISIANA FISH FRY

Founded in 1982, Louisiana Fish Fry is a leading manufacturer of branded, Louisiana-inspired food products. Based in Baton Rouge, Louisiana and operating out of a BRC AA certified facility, the Company manufactures and distributes a broad selection of Louisiana-inspired food products to a national customer base of leading grocery and mass market retailers as well as foodservice distributors. Tony’s Seafood will continue to be owned by the Pizzolato family.

ABOUT PEAK ROCK CAPITAL

Peak Rock Capital is a leading middle-market private equity firm that makes equity and debt investments in companies in North America and Europe. Peak Rock focuses on investing in opportunities where it can support senior management in driving rapid growth and profit improvement through operational and strategic change. Peak Rock's principals have deep expertise in complex situations and cross border transactions, with the ability to provide tailored capital solutions and close transactions quickly where speed and certainty are priorities. For further information about Peak Rock Capital, please visit www.peakrockcapital.com.

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