

# Gimbal's Has Been Acquired by Highlander Partners

MHT PARTNERS - THE PREEMINENT ADVISOR TO INNOVATIVE, NICHE MARKET LEADERS



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MHT Partners, a national investment banking firm focused on growing, niche-market leading innovators, announces that Gimbal Brothers, LLC ("Gimbal's" or the "Company") has been acquired by Highlander Partners, LP ("Highlander Partners"). MHT Partners acted as exclusive advisor to Gimbal's in this transaction.

Gimbal's, founded in 1898, is a leading manufacturer of gummy vitamins and gourmet jelly beans with a long history of exceptional product quality, excellent customer service and strong innovation. The Company has fully integrated manufacturing capabilities, and its production facility is SQF Level 3, NSF/CFR111 certified for vitamins and dietary supplements. Gimbal's products have a loyal consumer following and can be found in most national retailers across North America.

Gimbal's will be a part of Bettera Brands, LLC ("Bettera"), a new holding company headquartered in San Francisco, California, formed by Highlander Partners. Bettera targets acquisitions of companies and assets that have excellent brand equity and strong growth potential.

Lance Gimbal, CEO and President of Gimbal's commented, "We are excited to partner with the Highlander team and complement our expertise with their deep experience, industry relationships and financial resources. As a result of attractive market dynamics, diverse product offerings, and solid operational strength, Gimbal's has experienced strong financial performance that will continue under the Bettera umbrella." Gimbal adds, "The consistent effort of MHT Partners' deal team throughout the process made all the difference to our successful outcome. We were very thoughtful in hiring the right investment bank, and the MHT Partners' team did a superb job of navigating the course, bringing us together with the right partner."

Patrick Crocker, Managing Director of MHT Partners, states "This is a notable transaction for our firm's consumer practice and for our dedicated effort in the food & beverage sector. It was an honor working with the Gimbal's management team, and we look forward to tracking their continued success in the future."

## About MHT Partners

MHT Partners is a national middle market investment bank focused on representing innovative leaders in growth markets. The team at MHT Partners assists clients with seller advisory, acquisition advisory, corporate finance and strategic advisory assignments across a range of dynamic and growing industry verticals: business & information services; education; healthcare services and consumer growth.

## About Gimbal Brothers

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**About Highlander Partners, L.P.**

Highlander Partners, L.P. is a Dallas-based private investment firm with over \$1.2 billion of assets under management. The firm focuses on making investments in businesses in targeted industries in which the principals of the firm have significant operating and investing experience, including basic manufacturing, food and beverage, specialty chemicals, building materials, consumer products, and others. Highlander Partners uses a "buy and build" investment approach, creating value by helping companies grow organically and through acquisitions.

The MHT Partners' team was led by [Patrick Crocker](#), [Gavin Daniels](#) and [Chris Neils](#).