PRESS RELEASES

Benesch Advises The J.M. Smucker Company in the Sale of its Bakery Business

JULY 12, 2018

Benesch is representing The J.M. Smucker Company in the sale of its bakery business including brands Pillsbury, Hungry Jack, Martha White, White Lily and Jim Dandy to Brynwood Partners for $375 million in a deal announced earlier this week. The Pillsbury® brand license agreement is a royalty-free, perpetual agreement with General Mills, Inc. and encompasses all U.S. shelf-stable baking products, including flour, dry baking mixes and ready-to-spread frosting, in the retail channel. The transaction also includes the 650,000 square foot manufacturing facility in Toledo, OH.

The Benesch team is led by Michael Marhofer and Mitchell Gecht and includes Ryan Moore, Eric Baisden, Julie Fenstermaker, Matt Delguyd and Cheryl Donahue.