

# Alliance Consumer Growth Partner Company Babyganics Acquired by S.C. Johnson

New York, NY  
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Alliance Consumer Growth ("ACG"), a leading consumer-focused investment firm, today announced that it has successfully exited its investment in its partner company Babyganics ("Babyganics" or "the Company"), which was acquired by S.C. Johnson. Terms of the transaction were not disclosed.

ACG, which originally invested in Babyganics in 2011, was the Company's first private equity fund partner. Since ACG's investment in 2011, Babyganics has grown substantially to become one of the leading lifestyle brands in the 'better for baby' products segment.

"ACG has been an exceptional partner" said Babyganics Founder and CEO Kevin Schwartz. "The access to resources they have provided and consistent support from the beginning has been instrumental to the growth and success of the brand."

Julian Steinberg, Managing Partner at Alliance Consumer Growth, said, "ACG is very proud to have been part of the Company's extraordinary growth. We are grateful for the tremendous efforts of the entire Babyganics team, and for the vision and leadership of Kevin Schwartz and Keith Garber."

## **About Alliance Consumer Growth**

Alliance Consumer Growth ("ACG"), with offices in New York and Los Angeles, is a leading growth equity fund that provides capital and value-added partnership to the most promising emerging consumer product and retail brands. Notable brands that ACG has successfully partnered with include Babyganics (subsequently acquired by S.C. Johnson), Shake Shack (subsequently completed an IPO as NYSE: SHAK), Suja Juice (subsequently acquired by The Coca-Cola Company), KRAVE Jerky (subsequently acquired by The Hershey Company), EVOL Foods (subsequently acquired by Boulder Brands), barkTHINS (subsequently acquired by The Hershey Company), PDQ Restaurants, Tata Harper Skincare, The Honest Kitchen, Tender Greens, Way Better Snacks, NUDESTIX and Cookie Chips. [www.acginvestors.com](http://www.acginvestors.com)