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Paine Schwartz acquires Promix nutrition and supplements brand

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Paine Schwartz Partners, a global leader in sustainable food chain investing, announced that Paine Schwartz Food Chain Fund VI has successfully acquired Promix LLC, a high-growth brand of high-quality protein mixes, nutritional supplements, vitamins, and better-for-you low-sugar/high-protein bars. Financial terms of the transaction were not disclosed.

Promix is well positioned in the $53 billion vitamins, supplements, and functional nutrition market, particularly within the faster-growing $3 billion online protein/gut health category. The Companyâ??s highest growth products include its Debloat prebiotic and probiotic supplements, as well as its protein powders and bars, electrolytes, collagen, and creatine products. Currently, the Companyâ??s products are sold through direct-to-consumer (DTC) channels, Amazon, and small wholesalers. Promixâ??s mission of providing the cleanest supplements that are science-backed has resonated with its consumers, who rank it as #1 across quality and trust-related purchase drivers.

This strategic acquisition of Promix aligns with Paine Schwartzâ??s Health and Wellness core investment theme by providing access to high-protein, convenient, easy-to-prepare, low-sugar, and highly nutritious options for consumers that are more functional than traditional supplements and snack offerings, building upon Paine Schwartzâ??s successful track record of investing in the consumer and better-for-you food space, including its current investments in Suja Life and Urban Farmer.