

White and Williams Represents GoodWest Industries in Its Acquisition of Skinny Mixes LLC

4.2.19

A team of White and Williams lawyers represented GoodWest Industries, a portfolio company affiliated with Palladium Equity Partners, in connection with its acquisition of Skinny Mixes LLC (Jordan's Skinny Mixes). GoodWest Industries is a national provider of coffee condiments and an innovator in the rapidly growing iced coffee and cold brew product segments. Jordan's Skinny Mixes is a branded provider of low-calorie coffee syrups and flavorings. The combination will allow GoodWest Industries to better serve their current clients by offering new coffee condiments, while also allowing Jordan's Skinny Mixes to develop new products and grow their new direct-to-consumer web platform.