

Sheppard Mullin Advised Snak King in its Investment by Falfurrias Management Partners

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Sheppard Mullin's Corporate practice represented Snak King, one of the largest producers of co-manufactured and private-label salty snacks in the United States, in its investment by private equity firm Falfurrias Management Partners. Falfurrias' investment will bring additional food expertise and industry-leading perspectives to Snak King's operation. Financial terms were not disclosed.

Founded in 1978, Snak King began as a small co-manufacturer of pork rinds, operating out of a 1,200-square-foot factory in Los Angeles. Since then, the company has grown substantially, and it is behind some of the most popular snack brands, including El Sabroso, The Whole Earth, Granny Goose and Jensen's Orchard.

The Sheppard Mullin deal team was led by partners Jennifer Lee, Stephen LaSala and Larry Braun and included partners Michael Leake, Frank Dworak and associates Karen Shilyan and David Gao.

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