

Mars to Acquire Trü Frü

12.19.22



Simpson Thacher is representing Mars, Incorporated in connection with its acquisition of Trü Frü, a high-growth, better-for-you, whole-fruit snacking brand. The transaction is subject to customary regulatory approvals and is expected to close in the first quarter of 2023. The terms of the transaction were not disclosed.

With almost \$45 billion in annual sales, Mars produces some of the world's best-loved brands. Mars's diverse and expanding portfolio of quality confectionery, food, and pet care products and services delight millions of people and supports millions of pets. Trü Frü is a magical brand that brings together nature's fruit with real chocolate.

The Simpson Thacher team includes Eric Swedenburg, Michael Chao, Beth DiSciullo and Felicity Bell (M&A); Greg Grogan, Laura Gallo and Sara Mazurek (ECEB); Jonathan Goldstein and Scott Grundeir (Tax); Sara Razi, John Goheen, Kelly Karapetyan and Christopher Kraft (Antitrust); Mike Isby (Environmental); and Steve DeLott (Insurance).

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