December 3, 2019

Hostess Brands Acquiring Voortman Cookies

Davies acted as Canadian counsel to Hostess Brands Inc. in its $425-million acquisition of Voortman Cookies Limited, a leading North American wafer and cookie company, from Swander Pace Capital. The acquisition diversifies and expands Hostess's product offerings, providing it with a unique competitive position in the large and growing $8.4-billion cookie market.

The deal closed on January 3, 2020.

The Davies team that worked on this transaction included Brett Seifred and Stephen Dalby (M&A); Mark Firman (Employment & Labour); Elisa Kearney and Alysha Manji-Knight (Competition); Sharon Ford (Tax); and Alexandria Pike (Environmental).