



(<http://www.yellowwoodpartners.com/>)

## Taking the Road Less Traveled in Private Equity

Yellow Wood Partners invests exclusively in the consumer industry.

[READ OUR APPROACH \(http://www.yellowwoodpartners.com/approach\)](http://www.yellowwoodpartners.com/approach)



## Every brand is unique and we recognize that each one requires an individual management approach

Our extensive experience investing in and operating consumer brands allows us to bring a focused strategy that has driven growth in the value of our brand partnerships.

↳ MEET OUR TEAM (<http://www.yellowwoodpartners.com/team>)

# Partnership

Target equity investment between \$50-\$150+ million for each portfolio company. Concentrated approach of partnering with only 3-5 companies in our portfolio.

# Growth

We work closely with management teams to realize a company's full potential. We have achieved this across the 17 brands we have worked with since Yellow Wood was founded.

# Brands

Our experience has taught us to listen to the consumer. Our analytical approach emphasizes retail consumption, category trends and quantitative consumer research to drive strategies that can positively impact our brands.



# Target Categories

-  Beauty & Personal Care
-  Health & Wellness
-  Food & Beverage
-  Juvenile Products
-  Household
-  Outdoor & Recreation
-  Pet Care
-  Home Goods



© 2019 Yellow Wood Partners, LLC. Privacy Policy.

255 State St. | 7th Floor | Boston, MA 02109 | 617.500.6340