



CID Capital Successfully Exits Investment in Santa Cruz Nutritionals

CID Capital is pleased to announce that it has successfully exited its investment in Santa Cruz Nutritionals ("Santa Cruz"). Santa Cruz is a manufacturer and distributor of functional foods and nutritional products. Headquartered in Santa Cruz, California, the Company pioneered such products as vitamin and supplement enhance gummy bears, fruit snacks, and sports gels.

Santa Cruz was acquired by Levine Leichtman Capital Partners.

For more information, visit www.santacruznutritionals.com.



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About CID Capital

CID Capital is a leading Indianapolis-based private equity firm. We focus exclusively on acquiring controlling interests in lower-middle market companies. Our investment strategy is to provide flexible capital structures to companies in expanding market niches and to leverage the operating experience of our investment professionals and advisors as a resource to the strong management teams we support

For more information, please visit www.cidcap.com.

Investment Criteria:

Revenue: \$10-75 million
EBITDA: \$2-10 million
Location: U.S. headquartered

Industries of Interest:

Consumer Products - Industrial Products - Distribution
Medical Products - Safety/Security - Education