

Haynes Boone Advises BuzzBallz in Sale to Global Spirits Company Sazerac

March 26, 2024 John McGowan, Michael Freeman, Lauren White, Ryan Ward

PRACTICES Real Estate, FDA Regulatory and Compliance, Labor and Employment, Intellectual Property, Tax, Environmental, Corporate, Employee Benefits M&A, Mergers and Acquisitions

A Haynes Boone deal team led by Partners [John McGowan](#), [Michael Freeman](#) and [Lauren White](#) and Associates Kate Register and [Ryan Ward](#) advised BuzzBallz, LLC in its sale to Sazerac Company, Inc.

Woman-owned and family-operated, BuzzBallz has experienced tremendous growth and gained significant recognition with hundreds of awards from around the world. The partnership with Sazerac will allow BuzzBallz to reach more consumers domestically and internationally. BuzzBallz complements Sazerac's robust spirits portfolio with a fun, unique, pre-mixed ready-to-drink portfolio.

"We are excited to have helped make this deal happen for BuzzBallz and its founder, Merrilee Kick" said Intellectual Property Partner [Alan Herda](#). "We work closely with our clients on intricate and multi-faceted deals, delivering outstanding outcomes."

The Haynes Boone deal team received assistance from Partners Herda, [Don Shiman](#) (tax), [Raguel O. Alvarenga](#) (labor and employment), [Suzie Trigg](#) (FDA), [Scott Thompson](#) (employee benefits), [Gavin George](#) (intellectual property), [David Bell](#) (intellectual property), [David Taubenfeld](#) (insurance), [Mary Mendoza](#) (environmental), [Jennifer Wisinski](#) (corporate), Counsel [Michael Gaston-Bell](#) (labor and employment) and Associates [Sean Lewis](#) (labor and employment), Isabella Blanes (employee benefits), Tanner Luttrull (intellectual property), [Carleigh Lenz](#) (FDA), Bilal Sheriff (corporate) and [Abby Johanson](#) (real estate).