

Haynes Boone Represents Mama Lycha Foods in Sell-Side Private Equity M&A and Investment by Rotunda Capital Partners

September 27, 2024 George Gonzalez, Odean Volker, Hayley Hervieux, Khalil Bryant

PRACTICES Food, Beverage and Restaurant, Mergers and Acquisitions

Haynes Boone represented Mama Lycha Foods, a leading provider of branded Latin American foods and beverage products, in its recent sell-side private equity M&A and investment transaction with Rotunda Capital Partners ("Rotunda"). This strategic investment will position Mama Lycha for accelerated growth as it continues to bring authentic Latin American flavors to customers across the U.S. and Canada.

Haynes Boone Partner [George Y. Gonzalez](#) led the legal team advising Mama Lycha in the transaction, with key support from Partner [Odean L. Volker](#) and Mergers and Acquisitions Associates [Hayley Hervieux](#), [Khalil Bryant](#), Dillon Sebasco and many others.

"We are proud to have supported Mama Lycha in this historic transaction for the company and the Padilla family," said Gonzalez. "This investment by Rotunda will help Mama Lycha expand its food and beverage portfolio and strengthen its leading market presence, building on its long-standing exceptional reputation."

The investment from Rotunda will help Mama Lycha capitalize on its strong brand and distribution network. With more than 600 SKUs, serving 750-plus retail grocery customers and 150-plus regional partner distributors across 37 U.S. states and four Canadian provinces, Mama Lycha is poised for continued growth in the food and beverage sector.

Haynes Boone's [M&A Practice Group](#) has comprehensive experience handling middle-market deals, having helped clients close more than 500 transactions in the last five years, with an aggregate value exceeding \$50B. The [Food, Beverage and Restaurant Practice Group](#) provides comprehensive legal support to companies navigating the complex global food and beverage market. The team helps clients achieve strategic growth, with experience across mergers and acquisitions, advertising, labeling, FDA and USDA compliance and more.