

# Tully & Holland

INCORPORATED

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## For Immediate Release

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<http://www.tullyandholland.com>

## **Tully & Holland's 25-Year History Culminates in a Successful 2016**

**BOSTON, Mass., December 31, 2016** - Tully & Holland is pleased to report a successful 2016 working exclusively on behalf of its clients. Tully & Holland completed 5 transactions representing all 3 industry verticals in which we work - Food & Beverage; Retail, Catalog, e-Commerce; Consumer Discretionary.

Highlighted Transactions include:

**Food & Beverage:** Represented publicly-traded Vitasoy International Holdings Limited (HK:345) in the sale of its North American subsidiary, Vitasoy USA, to Pulmuone Foods of Seoul, South Korea. Vitasoy USA, is the dominant market leader in the manufacturing and marketing of refrigerated Asian food and beverages to consumers in North America. Vitasoy International Holdings, a leading Hong Kong- based food and beverage company with a \$2.0B USD market capitalization, manufactures and sells soymilk, tea, juice, tofu, rice milk, pasta and other soy-based products.

**e-Commerce:** Completed the fifth successful transaction representing S&S Worldwide in its acquisition of a similarly focused e-commerce and catalog marketer. S&S markets crafts, sporting goods and supplies to schools, recreation departments and health-care facilities.

**Consumer Discretionary:** Advised Intrepid Powerboats, a leading designer, manufacturer, and marketer of high performance, luxury outboard powerboats, whose A-list customer base includes wealthy individuals, professional athletes, Middle Eastern royalty, and well-known entertainment figures, in its sale to a JDG Capital, Texas-based private investment firm.

"These successful transactions are representative of the deep understanding and sophistication that characterizes our work on behalf of leading industry players in the sectors we serve," according to Tim Tully, President of Tully & Holland. For 25 years, Tully & Holland has advised middle-market consumer companies both here and abroad in sales & divestitures, capital raising and debt advisory.

## **About Tully & Holland**

Tully & Holland [www.tullyandholland.com](http://www.tullyandholland.com) is a leading Boston, MA-based investment bank established in 1992. The firm provides corporate finance and mergers & acquisitions advisory services to middle market consumer product companies. Tully & Holland has particular expertise representing food & beverage companies, multi-channel marketers, retailers, and consumer product manufacturers and distributors.