



Tully & Holland, Inc. advises A.S.K. Foods, Inc. on its sale to Mrs. Gerry's Kitchen,
Portfolio Company of Sequel Holdings

Boston, MA, July 29th, 2025 – Tully & Holland, Inc. is pleased to announce its role as exclusive financial advisor to A.S.K. Foods, Inc. in its sale to Minnesota-based Mrs. Gerry's Kitchen, a portfolio company of Sequel Holdings.

A.S.K. Foods, founded in 1947 as the A.S. Kettering Company, is a third-generation family-owned business specializing in deli salads, soups, entrées, and sides. With over 800 SKUs, A.S.K. Foods serves 22 states, focusing on preservative-free, all-natural products made from fresh ingredients. The company prides itself on quality, texture, and flavor, blending tradition with innovation. Recently, A.S.K. Foods expanded its Palmyra, Pennsylvania facility to boost production. Committed to healthier foods, A.S.K. Foods avoids artificial additives, delivering great taste while maintaining rigorous quality standards.

Acquired by Sequel Holdings in 2020, Mrs. Gerry's Kitchen operates a 214,500-square-foot facility with 250 employees and a portfolio of over 120 products, including salads, sides, and mashed potatoes. Mrs. Gerry's Kitchen emphasizes fresh, local ingredients and high-quality family recipes while maintaining strong commitments to family, and quality.

The acquisition of A.S.K. Foods by Mrs. Gerry's Kitchen creates a formidable leader in the deli salads, soups, sides, and entrées market. Combining Mrs. Gerry's strong heritage rooted in fresh, local ingredients and family recipes with A.S.K. Foods' expansive lineup of over 800 preservative-free, all-natural products enhances both product diversity and geographic reach across 22 states. This union strengthens a shared commitment to quality, innovation, and healthier food offerings. The combined operational expertise will boost efficiencies, enrich customer partnerships, and drive growth in the competitive deli food industry.

About Sequel Holdings.

Sequel Holdings, founded in 2002 and based in Dallas, Texas, is a private equity firm focused on control equity investments in profitable lower middle-market companies. Specializing mainly in the food and beverage industry, along with select agribusiness and specialty materials sectors, Sequel partners closely with management to drive growth through strategic initiatives and acquisitions. The firm emphasizes hands-on engagement and building long-term value with industry expertise

About Tully & Holland, Inc.

Tully & Holland is a leading Boston, MA-based investment bank established in 1992. The firm provides corporate finance and mergers & acquisitions advisory services to consumer product companies throughout the world. Tully & Holland brings particular expertise representing food & beverage companies, multi-channel marketers, retailers, consumer health and diagnostics firms, personalized wellness and lifestyle brands, as well as pet tech and wellness businesses. The firm also serves a broad range of consumer product manufacturers and distributors.

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