

Browne Jacobson's Corporate team in Ireland win award in Finance Dublin's Deals of the Year 2025

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Browne Jacobson Ireland's corporate team are pleased to have advised on a winning deal in Finance Dublin's Deals of the Year 2025.

The team advised Irish plant-based frozen food producer Strong Roots on its acquisition by multinational frozen food company McCain Foods. The deal was led by Browne Jacobson's head of corporate in Ireland, William Darmody, with support from Sam Sharp, head of the firm's food and drink team and legal director James Byrne.

The two brands previously announced a strategic partnership in 2021, and with this new acquisition, Strong Roots will now be fully owned by McCain. The acquisition will see Strong Roots' products being sold across a number of new markets and will help even more planet-friendly vegetable-focused products to reach the rising number of consumers internationally looking for healthier, natural, and simple meals.

Strong Roots will continue to operate as a distinct business and brand under the leadership of Charlotte Turton, with Founder Sam Dennigan staying with firm in the role of consultant to propel further portfolio innovation and brand growth.

Strong Roots was founded in 2015 and is a Dublin-based frozen food company specialising in plant-based products.

McCain Foods Limited is a family-owned business founded in 1957 in Florenceville, New Brunswick, Canada. Today, the company is the world's largest manufacturer of frozen potato products and a global leader in prepared appetizers and snacks.

William Darmody, Partner at Browne Jacobson, said of the win: *"We were very pleased to act for vegan food brand Strong Roots in their sale to McCain Foods. The deal will help this Irish company grow across a number of new markets and go even further in their continued commitment to 'fix the freezer isle'. It's always a pleasure and privilege to work with homegrown Irish businesses looking to make a difference and innovate in their sectors. We look forward to seeing Strong Roots continue to grow internationally."*

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