

# Browne Jacobson advises Strong Roots on their acquisition by McCain Foods

15 April 2024

Law firm Browne Jacobson has 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 principal associate 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.

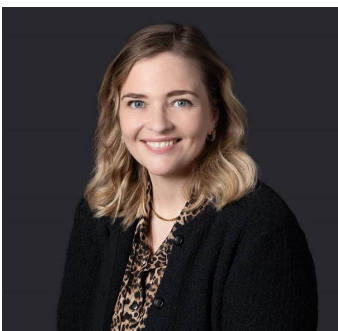
Strong Roots was founded in 2015 and is a Dublin-based frozen food company specialising in plant-based products.

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:

*"We are delighted to have advised Strong Roots on this exciting acquisition. The brand and the teams at Strong Roots and McCain are dedicated making frozen food production and distribution more planet-friendly and their B Corp certification is testament to the brilliant work they've done so far. It was a pleasure to work Sam Dennigan and the team on this transaction and we look forward to seeing Strong Roots flourish in the global market and continue to 'fix the freezer aisle' as part of the McCain group, following the company's massive success in Ireland, the UK and the USA."*

## Key contact



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