



CREO CAPITAL
PARTNERS

CREO CAPITAL PARTNERS AND INSIGNIA INTERNATIONAL PRESENT AT B. RILEY INVESTOR CONFERENCE

(Denver, CO) – May 24, 2024 – [CREO Capital Partners](#) (CREO) Founder, Rob Holland, and [Insignia International](#) (Insignia) CEO, Adam Butler, presented this week at the 24th Annual Institutional Investor Conference on May 22-23, 2024 in Beverly Hills, CA. CREO is a leading private equity firm focused on the food and consumer space and is the owner of Insignia, a diversified Hispanic food platform.

As the premier West Coast investment and networking event, the B. Riley Securities Annual Institutional Investor Conference is a two-day, invitation-only event that gathers key executives from more than 200 public and private companies to showcase their stories to an audience of over 1,000 attendees spanning institutional investors, financial sponsors, corporate clients and select members of the press. The conference features a full two-day comprehensive schedule with multiple tracks including Research Analyst- moderated fireside chats, hosted roundtables and panel discussions.

About CREO Capital Partners

Established in 2005, CREO Capital Partners is a Miami-based private equity firm investing alongside management in middle-market companies in the consumer sector. Over 20 transactions since 2005, the firm has raised more than \$1.5B of equity and debt capital to support its portfolio of platform businesses. CREO is focused on control investments in established companies generating revenue of \$25mm to \$1B. CREO is currently investing out of its fifth dedicated fund and other vehicles.

About Insignia International

Insignia International is forging the new frontier of flavor in Hispanic and Southwestern food, and has leadership positions in Hatch Valley green chile, salsas, fresh dips, tortillas, tortilla chips, and frozen Mexican handhelds. Its brands include 505 Southwestern, the largest jarred green chile brand in the USA; Yucatan Guacamole, one the leading fresh guacamole dip brands in the US and Canada; La Tortilla Factory, one of the nation's largest tortilla brands that is focused on health and wellness; Hatch Kitchen, TJ Farms, and Lilly B's, leading brands in the frozen snacks, burrito and quesadilla space; and Young Guns, a leader in food service Hatch Valley green chile. Insignia International is also a valued partner with retailers and food companies, providing private label, brokerage, and freight and warehousing solutions. The company is headquartered near Denver with operations and offices in Idaho, California, Minnesota, Kansas, New Mexico, and Mexico.

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