



Capital One Leads Credit Facility for Insignia International

DENVER, CO, September 1, 2024 – [Insignia International](#), a Denver-based Hispanic food platform known for brands including 505 Southwestern, La Tortilla Factory, Yucatan, and Lilly B's, is pleased to announce a successful debt recapitalization. This strategic initiative, led by Capital One, will fortify Insignia's balance sheet and position the company for continued growth and innovation.

Majority owned by CREO Capital Partners, Insignia aims to meet the growing demand for Hispanic food products across North America. "We are excited to partner with Capital One and our other lenders in this new phase of our journey," said Adam Butler, CEO of Insignia International. "This recapitalization reflects our confidence in our brands and the vibrant Hispanic food market. It will enable us to invest in our operations, expand our product lines, and better serve our customers."

CREO Capital Partners built Insignia through multiple acquisitions over the past 20 years. "The CREO team is thrilled to further develop our firm's relationship with Capital One and other lenders through this recapitalization. We are extremely proud of the business that has evolved into Insignia International and the elite team that will continue executing on its exciting growth plan" said Matt Finnerty, Director at CREO.

Insignia's portfolio, which includes innovative offerings and traditional favorites, has seen significant growth in recent years. "This transaction builds on Capital One's longstanding relationship with Insignia International and will enable the company to continue its growth organically and via acquisition," said Richard Collins, Managing Director of Capital One's Food & Beverage Group. "Leveraging our deep domain expertise and specialization capabilities in food, beverage and agriculture, we were able to tailor this financing solution to meet Insignia's capital needs and support the company's business goals."

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.

About CREO Capital Partners:

Founded in Los Angeles in 2005, CREO Capital Partners is a Miami-based private equity firm specializing in food and consumer companies. With a focus on value creation through strategic investments and operational excellence, CREO has acquired more than 20 companies and raised over \$1.5 billion in equity and debt capital. The firm's investments span a global portfolio with a particular emphasis on partnering with family owners, corporate carve-outs and roll-ups. CREO Capital Partners is currently investing out of its fifth dedicated fund.

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