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# PNC RIVERARCH CAPITAL PORTFOLIO COMPANY CHEF MERITO SEASONINGS INVESTS IN LA FIESTA PRODUCTS

**PNC Riverarch Capital (“PNC Riverarch”), together with its portfolio company Chef Merito Seasonings (“Chef Merito”), is pleased to announce an investment in La Fiesta Food Products (“La Fiesta” or the “Company”), a leading provider of spices, chiles, herbs, and related products within the Hispanic foods market.**

La Fiesta is one of the leading providers of spices & herbs, dried chili pods, corn husks, and other specialty products for Latin cuisine, serving customers nationwide. Headquartered in La Mirada, CA, La Fiesta prides itself on offering its customers best-in-class service built on its proprietary direct store delivery (“DSD”) network that enables it to provide hundreds of SKUs with unmatched consistency and reliability.

Margaret Crow, CEO of Chef Merito, commented, “We’re thrilled to announce that Chef Merito and La Fiesta have merged to create the nation’s premier provider of Hispanic seasonings, spices, herbs, marinades, and other specialty products.” Added Joe Nibali, Owner of La Fiesta “Our partnership with Chef Merito will allow us to offer unparalleled service, expanded geographic reach, and an increasingly diverse product selection. We’re excited to join forces with the Chef Merito and Riverarch teams to unlock our next chapter of growth.”

“La Fiesta’s best-in-class track record of customer service and wide breadth of product offerings are highly complementary to Chef Merito’s unmatched flavor profile and established brand positioning” said Andrew Barza, Principal with Riverarch. Brian Blake, Director with Riverarch, added, “Both management teams have done an excellent job of building strong businesses within the growing Hispanic foods market, and we look forward to joining forces to create a highly compelling platform for future growth.”

The transaction for Riverarch was led by Andrew Barza, Principal; Brian Blake, Director; and Jarrod Cingel, Associate. Barza and Blake will continue to represent Riverarch on the Board of Directors of the combined Company. Senior debt financing for the transaction was provided by NXT Capital, in conjunction with Principal and Manulife. La Fiesta was represented by RA Capital Advisors in the transaction, and Riverarch was advised by Cascadia Capital.

Riverarch is a middle-market private equity firm which invests in privately held companies in North America and Europe. The firm seeks well positioned companies where it can invest in support of leveraged and management buyouts, corporate divestitures, and growth financings. The firm is based in Pittsburgh, Pennsylvania. For more information, please visit [www.pncriverarch.com](http://www.pncriverarch.com).

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