

Representing a Well-Being Snacking Company in Sale to Snack Food Giant

January 22, 2021

Katten represented Hu Master Holdings LLC, a fast-growing snack company that makes high quality snacks made from simple, real ingredients, such as chocolate bars based on the Paleolithic diet and grain-free crackers, in its sale to Mondelez International, Inc., the global snack food giant known for making Oreo Cookies and Ritz crackers. Hu Master Holdings is Mondelez International's latest acquisition in its attempt to meet growing demand for healthier snacks. The acquisition closed on January 4.

New York Corporate partner David Kravitz and Dallas Corporate partner Greg Hidalgo teamed up to represent Hu Master Holdings. Mondelez International initially took a minority stake in Hu Master Holdings in 2019.

Hu Master Holdings first opened as a family-owned restaurant called Hu Kitchen in New York City's Greenwich Village in 2012, offering food made with simple, real ingredients, and soon expanded to sell award-winning vegan and Paleolithic chocolate bars. Today, Hu has become a leading producer of high quality chocolate in the United States, is one of the fastest-growing confectionary brands, and recently began distributing to grocery stores nationwide.

Mondelez will operate Hu as a separate business in order to continue to maintain the brand's authenticity and entrepreneurial spirit, while providing resources that will help Hu grow its well-being brand and consumer interest in healthy, high quality snacks made with strict ingredient and sourcing requirements.

"[Mondelez Agrees to Buy Rest of Paleo Chocolate-Bar Maker Hu](#)," *The Wall Street Journal*, January 5, 2021.

Read Mondelez International's press release: "[Mondelez International Acquires Hu, A Well-Being Snacking Company](#)."

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