



Katten Represents Highlander Partners in Benestar Brands Merger With Palmex

December 18, 2023

A Katten team led by Corporate partners Mark Solomon, Peter Bogdanow and Christopher Isaacs represented Highlander Partners (Highlander), a Dallas-based private investment firm, in the recent merger of its Chicago-based portfolio company Benestar Brands (Benestar) with Palmex S. de R.L. de C.V. (Palmex), a portfolio company of Wind Point Partners.

As spotlighted by *PR Newswire*, the merger creates a "powerhouse" entity in the North American snack industry. Benestar operates as a holding company for leading brands of snack products and manufactures pork rinds and tortilla chips for global markets, while Palmex is a top manufacturer of "better-for-you" and Hispanic snacks. The transaction includes a plan to separately spin out the Pretzilla division, manufacturer of pretzel bread and snacks, of Benestar as a standalone business entity to be held by Highlander and Pretzilla management.

Highlander President and CEO Jeff Hull stated, "Uniting Benestar and Palmex marks a significant milestone in our strategic expansion. We're thrilled about the endless possibilities this partnership opens up, including leveraging each company's unique capabilities to drive growth and market penetration."

Highlander partner and former Benestar Chairman Jeff Partridge added, "The snack market is rapidly evolving, and this merger is a game-changer. By combining Benestar's renowned brand portfolio with Palmex's state-of-the-art pellet extrusion capabilities, we're setting the stage for a new chapter of innovation and accelerated growth at the company."

"[Highlander Partners Announces Palmex and Benestar Brands Merger And Pretzilla Spin-off](#)," *PR Newswire*, December 11, 2023

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



Mark S. Solomon

+1.214.765.3605

mark.solomon@katten.com



Christopher M. Isaacs

+1.212.940.6580

christopher.isaacs@katten.com



Kylie R. Sholty

+1.469.627.7015

kylie.sholty@katten.com



Peter Bogdanow

+1.214.765.3609

peter.bogdanow@katten.com



Jonathan Rotenberg

+1.212.940.6405

jonathan.rotenberg@katten.com



James Blasland

+1.212.940.6555

james.blasland@katten.com



Michelle A. Gyves

+1.212.940.6585

michelle.gyves@katten.com



Valentina Famparska

+1.312.902.5451

valentina.famparska@katten.com



Neal K. Patel

+1.312.902.5644

neal.patel@katten.com



William L. Rivers

+1.214.765.3611

william.rivers@katten.com



Julie Park

+1.469.627.7041

julie.park@katten.com

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