

**Client:** Trilantic Capital Partners

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# PRWeek

## **Cubitt called in for MW Brands sale to Thai Union Frozen Products**

Private equity firm Trilantic Capital Partners has called in Cubitt Consulting to support the sale of MW Brands, owners of seafood products including John West.



For sale: MW Brands including John West

Trilantic Capital Partners comprises the former private equity interests of Lehman, the defunct investment bank, and has £3.8bn in assets under management.

MW Brands is to be sold to Thai Union Frozen Products in a €680m deal, making the Thai firm one of the globe's largest seafood firms.

Trilantic acquired MWB through a carve out of various entities from the US food producer HJ Heinz in 2006. The seafood firm has a market leading position in the UK, France, Ireland and the Netherlands with its brands including John West, Petit Navire, Hyacinthe Parmentier and Mareblu.

Cubitt founder Simon Brocklebank-Fowler is leading the agency's involvement.

Trilantic Capital Partners is based in London and New York, specializing in investments consumer, industrial, energy, financial and business services.