Benjamin LaFrombois Discusses Beverage Industry M&A Trends in Seeking Alpha Article

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In an article posted by Seeking Alpha, MG+M The Law Firm Partner Benjamin LaFrombois comments on trends and predictions in the beverage industry related to M&A and innovation. Ben notes a focus on core products over new ones and predicts smaller, tactical deals over blockbuster takeovers.

“Like the Celsius deal, future beverage deals will be about the strategic and tactical benefits for each business; not financial speculation or high risk taking,” he told Seeking Alpha. “Expect cautious deals with a high likelihood of success.”

Ben represents companies in mergers and acquisitions, corporate governance, commercial finance, commercial real estate development and business succession planning. He has significant experience in the food and agricultural industries at the retail, distribution and production levels, and has significant experience with corporate governance, deal structures and the financing of businesses.

Read the full article.

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