



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

North Castle Partners Invests in Maya Kaimal, a Leading Indian Food Brand

Consumers are increasingly seeking global inspired flavors, and Maya Kaimal's array of premium sauces, dals and condiments, enables them to easily create, delicious, Indian inspired meals at home.

GREENWICH, CT. April 15, 2019

North Castle Partners and Maya Kaimal Foods LLC announced that North Castle, a leading private equity firm focused on consumer businesses that promote healthy, active and sustainable living, has made an investment in Maya Kaimal, a leader in the Indian-inspired ethnic foods category. Maya Kaimal's award winning product line has grown to include shelf stable sauces, condiments and ready-to-eat dals and rices, in addition to the original line of fresh sauces. Maya Kaimal products are sold nationwide, including Whole Foods Market, Safeway-Albertsons, Target and Costco.

Founded by award winning cookbook author Maya Kaimal, the brand transforms traditional Indian flavors into modern culinary experiences. Inspired by family recipes, Maya approaches every product thoughtfully, with the goal of expanding the way North Americans think about Indian food. She personally oversees the creation of her collection, from packaging design to final recipe, and uses only the highest quality ingredients.

"We are proud to partner with Maya and her team," said North Castle Managing Director Alison Minter. "The Maya brand stands for high quality products and ingredients, authenticity, innovation, and great tasting products. We believe this business has significant growth potential as the macro trends of consumers looking to expand their flavor profile and at-home convenience drives the overall category."

Maya Kaimal shared "I'm delighted to be partnering with North Castle. After many years of being on our own, my husband and I were ready for a partner and this felt like a great fit. We share a vision for expanding the brand and taking Indian food to the next level."

"We have had the opportunity to get to know Maya and her team over the past several years, and are excited to continue to build upon what she and her team have created. We see a tremendous opportunity to further expand her offering of delicious products to consumers seeking global and Indian inspired flavors," said Maya Kaimal Chairman, Rick Klauser.

Consumer Food and Beverage Law Firm The Giannuzzi Group, LLP served as legal counsel to Maya Kaimal Foods LLC. Morrison Cohen LLP served as legal counsel to North Castle Partners. The terms of the transaction were not disclosed.

About North Castle Partners

North Castle Partners is a leading private equity firm focused on investments in consumer-driven product and service businesses that promote healthy, active, and sustainable living. North Castle is a hands-on, value-added investor in high-growth, middle-market companies in the (i) beauty & personal care, (ii) consumer health, (iii) fitness, recreation & sports, (iv) home & leisure and (v) nutrition sectors, among others. North Castle's current portfolio includes well-known brands such as Barry's Bootcamp, Sprout Organics, SmartyPants, HydroMassage, Encore Vet Group, VitaCup, Inc., Windham Mountain Resort, Strengthen Lengthen and Tone, Brooklyn Boulders, and Turnbridge. Prior portfolio company holdings include Atkins Nutritionals, Contigo, Curves International, Jenny Craig, Doctor's Best, Octane Fitness, Cascade Helmets, Mineral Fusion, Bora-Bora Organic Foods, gloProfessional, Equinox Fitness, EAS, Enzymatic Therapy, CRC Health Group, Doctor's Dermatologic Formula, Naked Juice Company, Flatout Flatbread, and Avalon Organics / Alba Botanicals. North Castle partners with management to bring a wide range of strategic and operational capabilities to build world-class companies by unlocking the exponential power of full potential partnerships. North Castle is headquartered in Greenwich, CT. For more information, visit www.northcastlepartners.com.

About Maya Kaimal Foods:

Maya Kaimal Foods is an award-winning Indian food company known for their best-selling simmer sauces and condiments, ready-to-eat Everyday Dal and Surekha Rice pouches. In addition to convenience and flavor, Maya Kaimal products are made from clean, quality ingredients, and, many meet the demands of vegan, vegetarian, organic, gluten free and kosher consumers. Inspired by the sophisticated flavors of India, founder Maya Kaimal, recipient of the prestigious Julia Child Cookbook Award, is continuously innovating her distinguished line of products. Maya Kaimal Foods are available on Amazon, Costco and over 7,000 retail locations nationwide including Whole Foods Market, Safeway-Albertsons and Target. For more information visit MayaKaimal.com and stay connected with Maya Kaimal Foods on [Instagram](#), [Facebook](#), and [Twitter](#).