

CASE STUDY

\$30M Growth Capital Raise and \$220M Strategic Exit for Premium Beverage Brand

Strategic Capital and M&A Advisory Engagement Led by AMS Capital Management

Transaction Summary

Transaction Metric	Details
Sector	Consumer Goods / Premium Beverage
Growth Capital Raised	\$30M
Exit Transaction Value	\$220M
Investor Type	Private Equity Growth Investor
Acquirer	Strategic Global Beverage Company
Geography	United States
Timeline	5 Years
AMS Role	Strategic Capital Advisory and M&A Transaction Support

Client Background

The client was a rapidly growing premium beverage company focused on health-conscious consumers and natural ingredient formulations.

The brand had achieved strong early traction in regional retail channels and online distribution but required additional capital to expand production capacity and scale its distribution network nationally.

AMS Capital Management was engaged to structure a \$30M growth capital round to accelerate expansion and position the business for a future strategic exit.

Market Context

The global premium beverage market has experienced strong growth driven by increasing consumer demand for healthier alternatives and premium branded products.

Premium Beverage Market Growth

Year	Market Size (\$B)
2021	1450
2022	1520
2023	1605
2024	1700
2025	1820
2026	1960

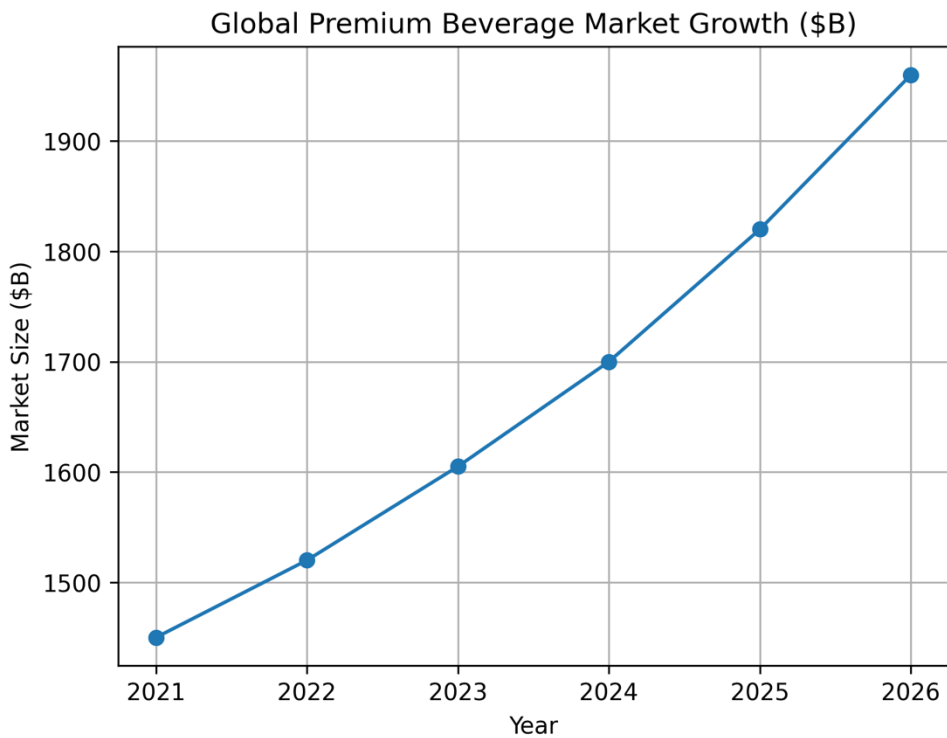


Figure 1 — Global Premium Beverage Market Growth

Estimated Market Growth Rate: ~6–7% annually

Source: Consumer Beverage Market Research Reports

This strong market growth created favourable conditions for premium beverage brands capable of scaling rapidly.

Key Strategic Challenges

1 Scaling Production

The company's production capacity was insufficient to support national distribution.

AMS worked with management to structure a capital raise capable of supporting:

- manufacturing expansion
- supply chain development
- national distribution rollout

2 Investor Positioning

Growth investors prioritise businesses capable of achieving strong revenue growth and brand recognition.

AMS worked closely with the founders to reposition the company's investment narrative around:

- brand strength
- retail expansion potential
- long-term acquisition value

3 Exit Preparation

The long-term objective was to position the business for acquisition by a strategic beverage group.

AMS structured the growth capital round to support the operational expansion required to achieve this exit.

Financial Performance

Year	Revenue (\$M)
Year 1	40
Year 2	65
Year 3	110
Year 4	165
Year 5	220

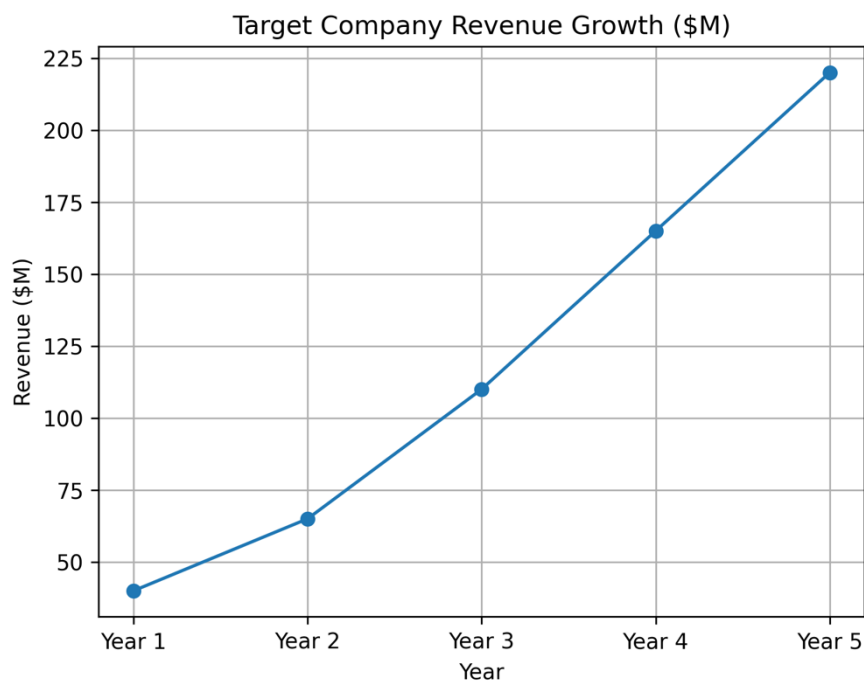


Figure 2 — Target Company Revenue Growth

Growth Capital Raise

AMS Capital Management structured a \$30M growth capital investment led by a private equity growth investor.

Capital Raise Structure

Investor	Investment
Private Equity Growth Investor	\$30M

Post-Money Valuation: \$90M

Use of Funds

Use of Funds	Allocation
Production Expansion	40%
Distribution Network	30%
Brand Marketing	20%
Working Capital	10%

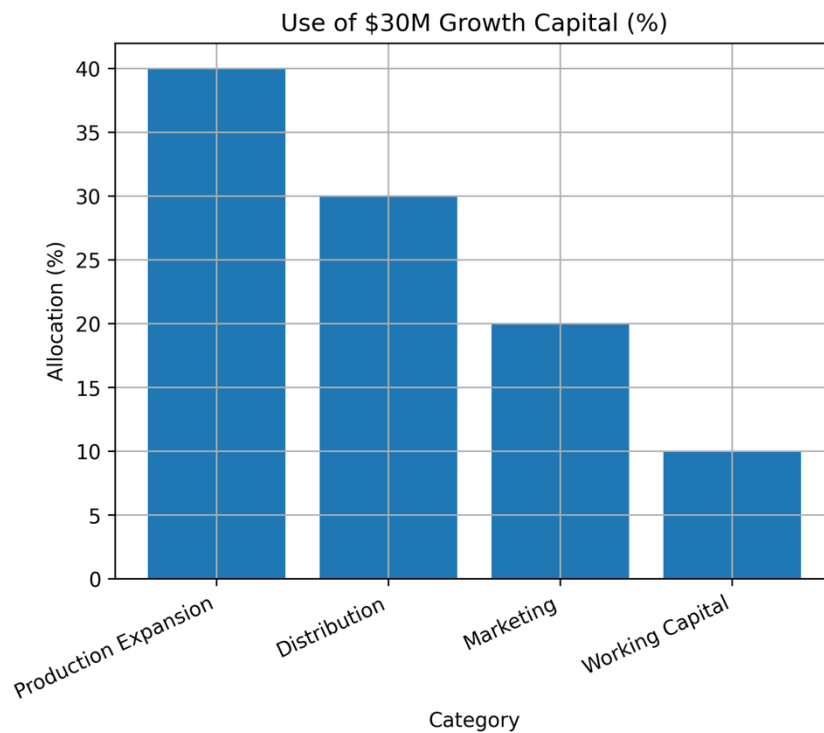


Figure 3 — Use of \$30M Growth Capital

The capital enabled the company to expand production capacity and significantly increase its retail footprint.

AMS Advisory Process

AMS supported the company through both the growth capital raise and strategic exit process.

Phase I — Growth Capital Structuring

- investment thesis development
- financial modelling
- investor identification

Phase II — Operational Expansion

- capital deployment strategy
- investor reporting
- expansion into national distribution channels

Phase III — Strategic Exit Process

- strategic buyer identification
- acquisition negotiations
- transaction structuring

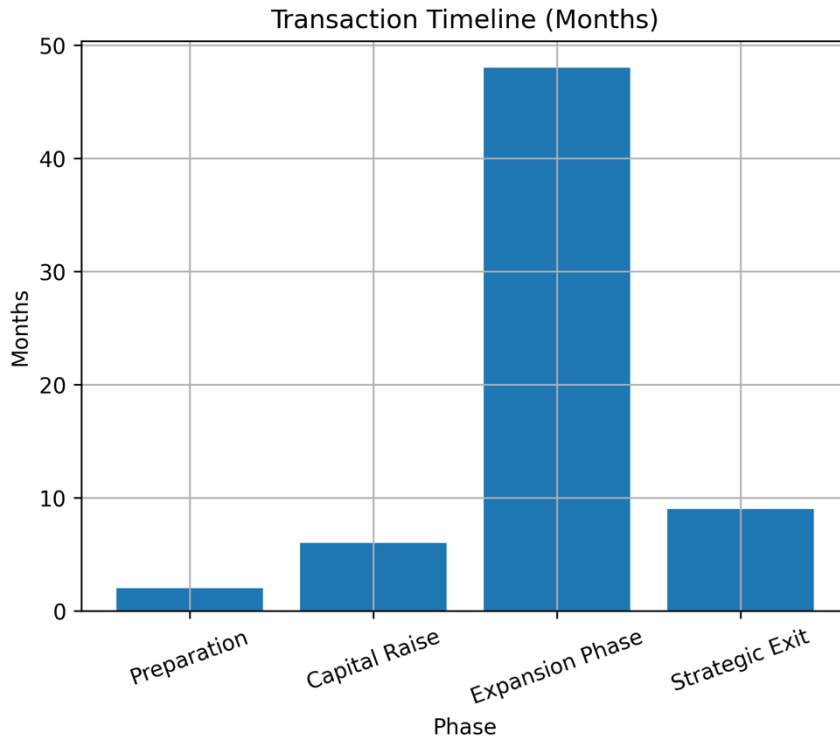


Figure 4 — Transaction Timeline

Typical timeline:

- Growth capital raise — 6 months
- Operational expansion — 3–4 years
- Strategic exit process — 9 months

Exit Transaction

After five years of expansion, the company attracted acquisition interest from multiple strategic beverage groups seeking to expand their premium product portfolios.

Acquisition Transaction

Buyer	Strategic Global Beverage Group
Transaction Type	Strategic Acquisition
Enterprise Value	\$220M
Ownership Acquired	100%

Enterprise Value Growth

Stage	Enterprise Value (\$M)
Pre-Investment	60
Post-Growth Round	90
Year 3	150
Exit	220

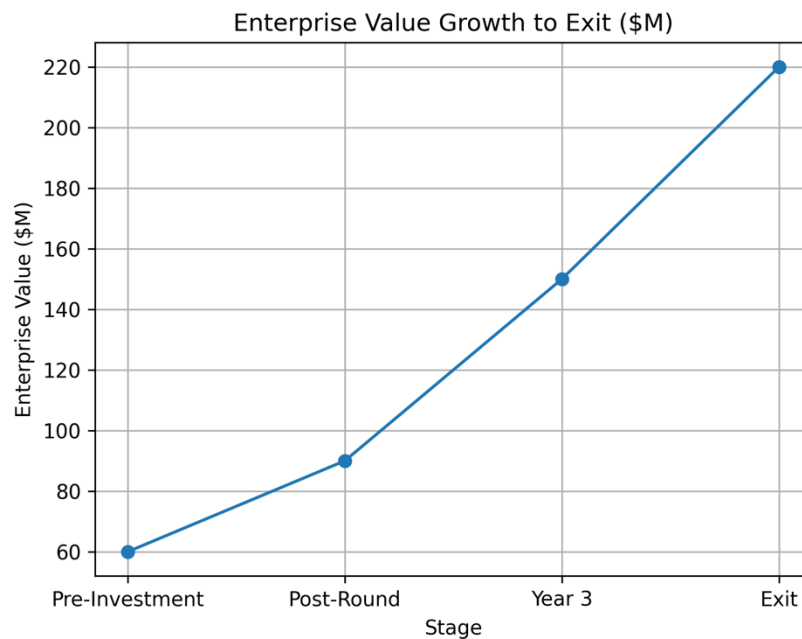


Figure 5 — Enterprise Value Growth to Exit

Outcome

The transaction successfully delivered a \$220M strategic acquisition.

The investment and expansion strategy enabled the company to:

- scale production nationally
- expand retail distribution
- build strong brand recognition
- attract strategic acquisition interest

AMS Role

AMS Capital Management acted as Strategic Capital and M&A Advisor, supporting the company with:

- growth capital structuring
- investor identification
- financial modelling and valuation positioning
- acquisition negotiations and transaction execution

Transaction Summary

Metric	Result
Growth Capital Raised	\$30M
Exit Value	\$220M
Timeline	5 Years
Sector	Consumer Beverage
Outcome	Successful Strategic Exit

Advisory Impact

This transaction demonstrates AMS Capital Management's ability to structure growth capital investments and support companies through full lifecycle value creation culminating in a strategic exit.