

Vegetable noodle company receives minority investment

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Spiralized vegetable noodle maker Veggie Noodle Co. has received a minority equity investment from Encore Consumer Capital, a private equity firm focused on the consumer products industry. Financial terms of the transaction were not disclosed.



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Founded in 2015 and based in Austin, Texas, Veggie Noodle Co. offers U.S.D.A. organic spiralized vegetables made from zucchini, sweet potato, butternut and beets. The noodles contain zero preservatives, added sugars or salts and are gluten-free, dairy-free, vegan, paleo and non-G.M.O. Veggie Noodle products are available in more than 1,400 stores across 35 states, including Whole Foods Market, Kroger, Target and Sprouts.

With this investment, Veggie Noodle Co. plans to relocate to a new facility in East Austin, the company said, a move that will increase its production capacity by five times.

"We are thrilled to have the opportunity to be involved with Veggie Noodle Co.," said Scott Sellers, managing director at Encore Consumer Capital. "I have great confidence that Mason Arnold (founder of Veggie Noodle Co.) and the entire Veggie Noodle Co. team will further enhance their national presence as an innovative leader in the industry."