

Flowers Foods to acquire Simple Mills

09 January 2025 | News

Flowers has a strong track record of fostering growth in its acquired companies while stewarding and protecting their brand promise



Flowers has a strong track record of fostering growth in its acquired companies while stewarding and protecting their brand promise

Flowers Foods announced that it has entered into a definitive agreement to acquire Simple Mills for \$795 million in cash. The addition of Simple Mills expands Flowers' exposure to better-for-you and attractive snacking segments and enhances the company's growth and margin prospects.

Katlin Smith, founder and CEO of Simple Mills, commented, "This transaction marks the beginning of a new phase of growth for Simple Mills and we are thrilled to join the Flowers family. I am extremely proud of our talented team and the strong brand we've built with the support of our valued partners and loyal customers. With Flowers' resources, we will be well-positioned to broaden distribution, accelerate innovation, and amplify brand awareness, while advancing our mission. Flowers has a strong track record of fostering growth in its acquired companies while stewarding and protecting their brand promise. I cannot imagine a better partner for Simple Mills and the team, and I look forward to working alongside Flowers to build upon our strong history of growth."