



Fengate Private Equity and Sweets from the Earth partners to propel next stage of growth

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Fengate Private Equity, a division of Fengate Asset Management, announced a partnership with Sweets from the Earth, a leading manufacturer of 100 per cent plant-based, allergy-friendly sweet baked goods, to further support the growth of the business throughout North America. Fengate is managing this investment on behalf of the LiUNA Pension Fund of Central and Eastern Canada.

This acquisition represents the second platform investment by Fengate Private Equity in the food and beverage sector in the past 18 months. Founder and Co-CEO Ilana Kadonoff and Co-CEO Marc Kadonoff will retain a significant minority stake and will continue to lead the business in partnership with Fengate.

A family-owned company founded in 2002 by Ilana Kadonoff, Sweets from the Earth makes a full line of original recipe, egg-free, dairy-free, 100 per cent plant-based baked goods, crafted with the highest-quality, all-natural, responsibly sourced, kosher and halal ingredients. The company offers both a nut-free product line and a gluten-free product line.

“We are thrilled to partner with Fengate as we enter the next chapter of the Sweets from the Earth growth story,” said Ilana Kadonoff, Founder and Co-CEO, Sweets from the Earth. “Fengate was a natural fit from a partnership perspective, and shares both our entrepreneurial spirit and our vision for creating greater access to great-tasting, plant-based, allergy-friendly food products.”

“Fengate has demonstrated a deep understanding of our business from the outset and offers the resources and capabilities necessary to accelerate growth,” said Marc Kadonoff, Co-CEO, Sweets from the Earth. “We are highly aligned with Fengate on our ambitious growth plan for the Company, and look forward to expanding our business across Canada and in the U.S.”