MEANINGFUL PARTNERS
PURPOSEFUL GROWTH CAPITAL

Overview

Meaningful Partners is a consumer focused investment firm led by operators and investors. Having built and scaled consumer businesses ourselves, we bring deep, relevant experience and work alongside founders and management teams to amplify their vision and accelerate growth.

Leadership



Amin Maredia
Co-Founder & Managing Partner

Amin brings three decades of operating and investing experience. He served as CEO of Sprouts Farmers Market, scaling the company from $200 million to $5+ billion in sales and from 2,000 to 30,000+ employees over eight years, and held global leadership positions at Burger King (both companies generated top-decile returns for their private equity partners through public exits). Amin leads with clarity to build enduring businesses: partner with category leading companies, align on strategy and enablers, execute with speed and manage risks.



Jake Capps
Co-Founder & Managing Partner

Jake has spent over two decades as a private equity investor in the consumer sector, co-founding Meaningful Partners to combine deep investing experience with a community of accomplished operators committed to helping founders scale their businesses. Previously at three large private equity firms, he worked alongside hundreds of founders and CEOs — deploying over $1.5 billion of equity capital across dozens of investments. Jake holds a BA from Dartmouth, where he co-captained the men's basketball team, and an MBA from Harvard Business School.

Investment Approach

We invest up and down the North American consumer value chain, with a focus on long-term trends – health & well-being, quality at value prices, omni-channel convenience, personalization, the sharing/circular economy and conscious consumerism.

We make control and significant minority equity investments of $20mm - $100mm+ in Lower Middle Market ($5mm - $30mm EBITDA) and growth (>$30mm in revs with near term profitability) businesses. Meaningful Partners is currently investing out of Meaningful Partners Dedicated Capital Vehicle II and has an active Coinvestment platform.

Consumer Sectors

- Multi-Unit (Franchisor, Franchisee, Company-owned)
- Food & Beverages + Ingredients
- Beauty & Personal Care
- Consumer Services
- Vitamins, Minerals & Supplements
- Pet

Investment Criteria

- Purposeful, performance led businesses
- Large, stable categories
- Differentiated product or service
- Sustainable financial performance
- Our team and Expert Community can create significant value
- Management strength

Expert Community

An intentionally built network of **35+** values-aligned consumer leaders with **850+** years of combined experience, spanning subsectors and functional specialties. The Community is integrated across our investment model—from sourcing and diligence to post-close value creation and board participation.

Guiding Principles

01 Trusted Products & Services

02 People-Centric Culture & Social Mobility

03 Building Sustainable and Enduring Businesses

04 Inclusive Stakeholder Mindset

CURRENT INVESTMENTS

FITNESS VENTURES — The largest Crunch Fitness franchisee in the U.S.

ALLIES OF SKIN — Science-led global skincare business

CLOSER — Creative and innovation agency and incubation platform

suja ORGANIC — Market-leading cold-pressed juice and wellness platform

m² INGREDIENTS Om — Vertically integrated nutraceuticals platform focused on organic functional mushrooms

WESTROCK COFFEE — Largest US custom coffee roaster and coffee and tea ingredients manufacturer

AAG Active Apparel Group — Socially responsible activewear and swimwear solutions for international businesses

&pizza — Multi-regional pizza business focused on food quality and employee well-being

SKIPTOWN — Elevating the standard of care in everyday pet services

Sugarbear — Market-leading vegan beauty and wellness business

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