

Promontory Point sells Soderholm Wholesale Foods

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Milwaukee-based investment banking boutique Promontory Point Capital has advised Sun Prairie-based Soderholm Wholesale Foods Inc. on its sale to Lipari Foods LLC.

Soderholm is a direct store distributor for more than 500 food retailers in Wisconsin and northern Illinois, supplying niche products to the bakery, dairy, deli, frozen food, meat, produce and seafood categories. It also leads the way on new trends in the fast-growing natural, organic and vegetarian foods category.

According to PPC, the Soderholm family built the business over several decades and engaged PPC to evaluate strategic alternatives for the business. Warren, Mich.-based Lipari sought out Soderholm's strong Midwest market presence and relationships with specialty food companies.

The sale closed in December.

“There’s no doubt that Soderholm Foods is a high quality company,” said Thom Lipari, president and chief executive officer of Lipari Foods. “We are excited to strengthen the quality and variety of items available to our combined customer base—especially those asking for in-demand products that fit today’s lifestyle. This is an excellent answer for everyone.”

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