

PE Hub

PE-backed Mrs. Fields Confections acquires Maxfield Candy's assets

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Mrs. Fields Confections has bought the assets of Salt Lake City-based Maxfield Candy Company, a maker of chocolates. No financial terms were disclosed.

Mrs. Fields is a subsidiary of Famous Brands, a portfolio company of Z Capital.

Famous Brands is also the parent company of TCBY Yogurt.

On the acquisition, James Zenni, Z Capital CEO and chairman of Famous Brands, said in a statement: "With the recent success of TCBY and Mrs. Fields, including our in-store gifting stations, the addition of the Maxfield Candy and Nutty Guys brands will only accelerate the global demand for Famous Brands' products."

In July 2013, Z Capital became the owner of Famous Brands, acquiring the remaining minority stakes from Carlyle Group.