

L Catterton invests in Boulder pet food company I and love and you

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I and love and you, a Boulder natural pet food company, has received a "significant" investment from private equity firm L Catterton.

The financial terms of the deal were not disclosed but mid-March regulatory filings show I and love and you (registered as Natpets) was pursuing a \$7 million offering. The funds will be used to accelerate national distribution of the brand, according to a statement from the company.

"As pet parents place an increasing focus on the health, safety, and wellbeing of their pets, it's important that we stay at the forefront of the industry," said CEO Kevin Hall. "L Catterton's unparalleled experience building leading consumer brands ... made them the ideal partner as we further our marketing efforts and continue to extend our reach with millennial consumers and new retailers."

L Catterton — a joint effort of Catterton, French multinational LVMH and investment firm Groupe Arnault — is the world's largest consumer product-focused private equity firm. Other investment partners in I and love and you include Chicago's Winona Capital Management and Boulder-based Revelry Group.

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