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Non-Control Capital for the Middle Market

## Intrepid Advises Unix Packaging and Western Group Packaging on Its Growth Investment from Cyprium Partners

August 17, 2020 | By Andreea Popa



Intrepid announced today that it acted as the exclusive financial advisor to Unix Packaging and Western Group Packaging (Unix-Western), the leader in better for you contract beverage manufacturing, on its investment from Cyprium Partners, a private equity firm that makes non-control investments in middle-market companies.

Founded in 2010 by Bobby Melamed and Shawn Arianpour – who were joined shortly thereafter by Baze Melamed and Kourosh Melamed – Unix-Western provides contract manufacturing and private label solutions for products in fast-growing beverage categories such as kombucha, alkaline water, sports drinks, and functional beverages, and is a trusted partner for many of the largest and best-known beverage brands and big-box retailers. The partnership with Cyprium will support Unix-Western as it continues to expand its operations to better serve its customers.

“Our partnership with Cyprium Partners allows us to continue investing in new capabilities for our customers, and the entire Unix-Western team is extraordinarily excited about the next phase of growth,” said Bobby Melamed, Co-Founder of Unix-Western. “We are extremely appreciative of the Intrepid team and could not have been more impressed by their understanding of the industry and our business as well as their ability to structure a deal that achieved our goals and created new opportunities for all of our stakeholders.”

“Intrepid ran an outstanding process that resulted in several very compelling capital alternatives,” said Shawn Arianpour, Co-Founder of Unix-Western. “The Intrepid team was patient and thoughtful throughout the process, and truly went above and beyond to ensure that we found a partner that shared our values and supported our ambitious vision for Unix-Western.”

“Unix-Western has done an incredible job over the past decade by establishing itself as the leader in the category and earning the trust of so many blue-chip brands,” commented Ed Bagdasarian, Managing Director and CEO of Intrepid. “Congratulations to Bobby, Shawn, Baze, and Kourosh and the rest of the team. We are honored to have had the opportunity to work with such a great management team at this critical point in the journey of Unix-Western, and we look forward to watching them succeed in the next phase of growth.”

Sheppard, Mullin, Richter & Hampton LLP were the legal advisors to Unix-Western, led by Larry Braun and Jeffrey Kaye. Nazy Danesh was in-house counsel for Unix-Western.

### DEAL TEAM CONTACTS

Ed Bagdasarian, Managing Director and Chief Executive Officer  
Jeremiah Mann, Managing Director  
Eli Greif, Vice President

### MEDIA CONTACT

Andreea Popa, Director, Marketing & Communications

### ABOUT INTREPID INVESTMENT BANKERS

Intrepid provides M&A, capital raising and strategic advisory services to entrepreneurs and middle-market companies in various industry sectors. Our heritage breeds a culture that embraces teamwork, tenacity and creativity to help our clients win big. We believe that every company has an entrepreneurial passion that drives it and a story that defines it. Our team delivers results through skillful positioning and relentless execution. Based in Los Angeles, Intrepid augments its international capabilities through its active participation in Oaklins, an exclusive global alliance of M&A advisory firms.



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