

Kidfresh completes funding to accelerate growth

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Frozen kids meal brand secures growth investment



Kidfresh, the fast-growing brand of better-for-you frozen kids meals, has closed a new round of funding, led by its existing institutional investors: Monogram Capital Partners, Emil Capital Partners and AccelFoods. This financing will be used to accelerate growth, drive further brand awareness and support its rapid new product innovation strategy to continue to disrupt the category.

Kidfresh has become the number one and fastest growing brand of natural better-for-you frozen kids meals. Kidfresh offers a line of reinvented children's favorite meals enriched with hidden vegetables, made with wholesome ingredients and no artificial flavors, colors or preservatives.

"Emil Capital has been an early partner of Kidfresh and we continue to see the growth acceleration that we were counting on," commented Managing Partner & COO Marcel Bens. "The company has proven that there is the demand and a growing need for better kids' food options. The sky is the limit!"