

Sheppard Mullin Represented Soylent Nutrition in Acquisition by Starco Brands

02.24.2023

Sheppard Mullin advised Soylent Nutrition, Inc. (Soylent), a pioneer of the plant-based “complete nutrition” and “functional” food categories, in its sale to Starco Brands, Inc. (“Starco”), the inventor of consumer products with behavior-changing technologies. The acquisition will allow Starco to continue to invent and acquire behavior-changing technologies and brands, while enabling Soylent to grow its base and expand in adjacent category whitespaces.

The Sheppard Mullin team representing Soylent was led by partner James Thompson and included partners Eric Altman, Dmitriy Chelnitsky, John Hempill, Sascha Henry, Justin Hepworth, Claudia Hinsch, Sean Kirby, Jamie Mercer, Kevin Ryan, Gregory Schick, Niya Tang, Olivier Theard, Christopher Van Gundy, Reid Whitten and Dan Yannuzzi and associates Karl Buhler, Emily Mastoloni, Christina Nguyen and Allison Troianos.

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