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**Atlantic Street Capital Rolls Up Wraps Maker In 1st Deal**  
*By Shasha Dia*

Atlantic Street Capital Management LLC, a newly launched buyout shop, has dipped into the food industry for its first deal, acquiring Double B Foods Inc., a seller of such food as beef jerky, wraps and appetizers.

Exact terms of the deal weren't disclosed, but Peter Shabecoff, Atlantic Street Capital's founder and managing partner, said the firm has put in less equity than it would normally invest in each transaction. Atlantic Street Capital typically injects between \$10 million and \$15 million per deal, Shabecoff said.

Double B, of Schulenburg, Texas, fits the sweet spot of Atlantic Street Capital's investment strategy, which is to target companies that face operational challenges and are therefore undervalued, said Shabecoff.

The company's trouble lies in its Mexican food unit, which has struggled to integrate a 2003 acquisition, Shabecoff said. Double B bought the manufacturing assets of Estrada Foods, a maker of frozen Mexican food that emerged from bankruptcy in 2003, according to a report in the Pueblo Chieftain newspaper at that time.

About a year after the purchase, Double B decided to close Estrada Foods' plant in Pueblo, Colo., and folded its staff into an existing Double B facility in Meridian, Texas, according to an Associated Press report.

Atlantic Street has brought new members to the company's board, whose names Shabecoff declined to disclose, citing confidentiality agreement. It also plans to beef up Double B's sales force that targets major clients of the frozen food division - casual restaurant chains, Shabecoff said. Double B's other division provides breakfast and snacks for schools.

Shabecoff was most recently a managing director of buyout shop North Castle Partners LLC, where he built experience working with consumer products companies such as vitamins provider Leiner Health Products, and fruit smoothie maker Naked Juice Co. He left North Castle in June, as the firm prepared to raise a new fund.

Shabecoff's new firm raised its debut fund, Atlantic Street Capital LLC, with a \$100 million commitment from hedge fund D.B. Zwirn & Co., according to people familiar with the matter. The fund targets companies with less than \$250 million in revenue in such industries as consumer products, manufacturing, retail, and health care.

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