

MaMa Rosa's acquires Amstar Foods

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by Eric Schroeder



SIDNEY, OHIO — MaMa Rosa's, L.L.C., a manufacturer of branded, refrigerated pizza, has acquired Amstar Foods, L.L.C., Greenville, S.C. Amstar manufactures, markets, sells and distributes cold press pizza crusts and pizza dough balls through the United States under the Amstar and Virga Brands. Financial terms of the transaction were not disclosed.

"This acquisition complements MaMa Rosa's existing operations and will strengthen our market position as the leading branded manufacturer of refrigerated pizza in the nation by enhancing our existing branded product line," said Bill Mackin, president of MaMa Rosa's. "The Virga and Amstar names are highly respected for quality products throughout the food service sector."

MaMa Rosa's, which generates annual sales of approximately \$70 million, distributes its products to more than 10,000 supermarkets, club stores, pharmacies and convenience stores throughout the United States and Mexico.



