

Branded Treats Acquires Female-founded SPOTS NYC

Branded Treats has recently acquired SPOTS NYC, a company specializing in customized mini cupcakes, dog treats and candy kits. SPOTS NYC has been featured on the TODAY Show, Fox News, Bravo, and other nationwide programs for its novel, crowd-pleasing products.

Veronica's Treats, the consumer-facing division of Branded Treats, will continue servicing the SPOTS NYC consumer orders by offering them the expanded selection of Veronica's Treats products. SPOTS NYC's corporate client list, including over 1,500 of the largest U.S. companies, will be shared with distributors to convert those clients to Branded Treats customers.

Lily Walla, owner of SPOTS NYC, shares why she chose Branded Treats to acquire her company: "After bootstrapping SPOTS NYC for the last nine years, we are thrilled to be joining forces with Branded Treats, a proven leader in the industry. I've gotten to know the Branded Treats team over the last year and have been so impressed and inspired by their vision and skyrocketing growth. I am so excited for this next chapter."