



A Global Consumer Brand, Technology & Commercialization Portfolio
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October 19, 2026

Harrington Brands Group's Brand Equity Holdings acquires Strategy Execution, Inc. to build and manage its food and beverage group

Red Bull pioneer Bryon Evans leads a platform built to acquire brands, command shelf space and scale nationally

DALLAS, October 19, 2026. Harrington Brands Group ("HBG"), founded and chaired by Kevin Harrington, one of the original Sharks on ABC's Shark Tank, announced the acquisition of Strategy Execution, Inc. ("SEI") through Brand Equity Holdings ("BEH"), its food and beverage platform company, to form Harrington Brands Food and Beverage Group. The companies have been working together for two years and in early 2025 structured the acquisition that has now closed. Led by SEI Chief Executive Officer Bryon Evans, the group brings product development, national retail distribution and brand commercialization together to build and acquire food and beverage businesses.

The acquisition gives HBG an operating foundation for expansion across food, beverages, snacks and confectionery. SEI's formulation, marketing and sales capabilities connect product development directly to convenience, grocery and club retailers. Combined with HBG's shared operating platform and permanent-capital strategy, those capabilities are designed to accelerate growth across the portfolio and build long-term enterprise value. The acquisition follows the launch of Harrington Brands Asia Pacific Group, alongside key executive hires from global investment banks, including Tom Dickason, former CFO of JPMorgan's Commercial Bank Credit Markets and Charles Kim, former Head of Lehman Brothers Asia and Managing Director of Mirae Asset Securities, the largest asset management company in Korea.

Evans was Red Bull's first U.S. distributor and grew his business into its largest before Red Bull acquired it. He later formulated and built Black Rifle Coffee Company's ready-to-drink product line and participated in the company's growth through its public listing. His last five deals have been home runs, including Barstool Sports' Stella Blue Coffee, Einstein Bars and Waiakea Water—a track record he now brings to HBG's food and beverage expansion.

"Bryon helped drive Red Bull's distribution and retail expansion across America, much as I did early on with Celsius, helping take it global by tapping influencers before that trend took off. He knows how to turn a product into a category force," said Kevin Harrington, Founder & Chairman of HBG. "With SEI, we are bringing that expertise into a platform built to acquire brands and scale them. Our ambition is to build a major food and beverage group with the operating strength to earn its place on America's shelves."

“We have built the products, opened the retail doors and helped brands break through nationally. Now we are bringing that experience to a larger ownership strategy, and we intend to build brands that lead their categories,” said Evans.

“Kevin’s commercialization record, combined with HBG’s permanent-capital model, gives us a strong foundation to acquire businesses, accelerate growth and build lasting value,” Evans added.

About Strategy Execution, Inc.

Since 2014, Strategy Execution, Inc. (SEI) has helped branded and private-label consumer product manufacturers turn strategy into commercial growth. With more than 70 years of combined hands-on experience in product design, innovation, strategic marketing, executive management and sales, SEI works independently or as an extension of its partners’ teams to accelerate distribution and expand market reach. The company takes a selective, long-term approach, working with a limited number of brands and drawing on relationships with retailers, manufacturers, vendors and distributors to deliver tailored solutions grounded in transparency, data-driven decisions and measurable results.

About Harrington Brands Group

Harrington Brands Group is a global consumer brand, technology and commercialization portfolio built around more than 50 consumer product and consumer technology companies and economic interests. HBG earns equity through execution. We open retail, distribution, marketplace and creator access, we build attention, and we move companies from instinct to launch in weeks. Beneath the portfolio sits one shared institutional platform for finance, legal, insurance, marketing, technology, purchasing, logistics, commercialization and capital. Harrington Brands Group was founded and is chaired by Kevin Harrington, a four decade consumer products operator and an original investor on Shark Tank. Offices in Dallas, New York, Midland, Tampa and Nashville.

We build brands people buy every day. Everywhere.

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