



Borden Financial Reorg – Sale Complete

Consumer FAQs

What is happening?

As part of our Chapter 11 exit strategy, Borden finalized its sale to Capitol Peak Partners and KKR on July 21, 2020.

What does this mean for Borden?

Borden has new owners, Capitol Peak and KKR. The transaction allows Borden to be appropriately capitalized and remain intact, including all plants, branches, routes and the Borden brand. Further, the new Borden entity will be able to continue employment for our people and service for our customers.

Will the Borden brand and Elsie still exist?

Yes, we will continue using the Borden brand and Elsie.

Why did Borden file for bankruptcy?

In order to continue to innovate with new products, modernize our facilities and equipment, and improve Borden's ability to compete in today's market, we had to restructure our balance sheet and reduce our debt. We took this step because we firmly believed that this process represented the best possible solution for Borden Dairy, our employees, customers and vendors.

Will the Company continue innovating and introducing new products?

We remain focused on continuing to provide consumers with wholesome, great tasting dairy products and the highest levels of quality, service and value.

Will the Company continue advertising/marketing?

Right now, the new ownership team is focused on getting up to speed on our business as quickly as possible before making any determinations about future business plans and strategies.

Will Borden continue supplying the USDA Farmers to Families Food Box Program?

Yes, we will fulfill the government contract awarded to Borden and continue providing COVID-19 relief to nonprofit organizations.

Is Borden no longer going to be on shelves?

Borden is here to stay. We will continue providing delicious and nutritious products consumers love.

Will it be harder to find my favorite Borden product?

No, we will continue to provide our retailers with on-time, in-full deliveries of our product lines.

Will the stores that Borden serves change?

We don't anticipate that. Borden is here to stay, and it's business as usual.



Where can I access more information/updates?

For additional information about the sale, please visit www.bordenfinancialreorg.com.