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JOH Acquires SIX60 Partners to Expand CPG Growth and Innovation Capabilities

May 6, 2025 - Billerica, MA - JOH, a leading food brokerage specializing in sales and marketing services for the food and consumer products industry, today announced the acquisition of [SIX60 Partners](#) (SIX60), a premier consulting group dedicated to accelerating the growth of early-stage consumer packaged goods (CPG) brands.

This strategic partnership strengthens JOH's position as a full-service agency, integrating SIX60's deep industry expertise and hands-on approach to brand development. By bringing SIX60's insights and methodologies into its ecosystem, JOH enhances its ability to help clients at every stage, from emerging startups to established market leaders, creating a seamless pathway for brands to scale successfully in the omnichannel marketplace.

Founded in 2020 by industry veterans Todd Fletcher, Tom Healy and Frank Zampardi, SIX60 brings decades of hands-on experience building and scaling some of the most recognized and disruptive brands in the CPG space. Their work includes leadership roles with Red Bull, Vitamin Water, Coca-Cola, PepsiCo, Pirate's Booty, Krave Jerky, UNREAL Chocolate and more.

The SIX60 team understands what it takes to build a brand from day one. Their real-world experience and battle-tested strategies make them a powerful addition to the JOH family. This partnership will create even more opportunities for the next generation of brands to succeed.

SIX60 strengthens JOH's ability to help emerging CPG brands in these areas:

- Go-To-Market Strategy Across All Channels
- Market Research, Data & Analysis
- Financial Modeling, Capital Raise



- Pricing Architecture Strategy
- Budget Forecasting Modeling & Planning
- Shopper Marketing Tactics & Execution
- Performance Media Strategy & Implementation
- D2C Optimization
- Amazon & Amazon Fresh Dedicated Team
- Navigating Co-Manufacturer Networks
- Supply Chain & Logistics Optimization
- Order-to-Cash Solution
- Broker Management
- Leadership Training and Development

"The partnership between JOH and SIX60 is another way we ensure our clients have access to a complete roadmap for long-term, profitable success," said John Saidnawey, Executive Chairman at JOH. "With SIX60's proven track record of building some of the biggest brands in the industry, we are now uniquely positioned to guide our clients through every phase of growth: early, middle and late stage. This acquisition allows us to offer a fully integrated suite of services that meets the evolving needs of the next generation of innovators."

"We're thrilled to join forces with JOH, whose long track record in the brokerage world is unrivaled," said Tom Healy, Co-Founder of SIX60 Partners. "This collaboration is a natural evolution for SIX60, bringing together JOH's expansive capabilities and reach with our decades of operator experience, allowing us to offer a fully integrated solution for both emerging and established CPG brands. Together, we're building a best-in-class platform designed to accelerate growth, drive efficiency and provide unwavering support to founders at every stage of their journey."

Please contact [John Saidnawey](#), [Tom Healy](#) or [Todd Fletcher](#) to learn more.

JOH

JOH was founded in 1956 by Harry O'Hare, Sr., and is now one of the strongest and most respected independent food brokers in the country with 17 strategically located offices. JOH currently has over 550 associates and represents more than 400 clients. We are a proud owner and member of OSMG Partners which has over 35 offices and 1,600 associates providing unsurpassed coverage of all Food, Drug, Mass, and Club accounts in the US.

For more information, please visit www.johare.com.