

DATE

August 10, 2026

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



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Managing Director, DC
Advisory Ireland

DC Advisory acts as exclusive financial advisor to VITHIT on its sale to Nichols plc



Background

- VITHIT is a leading functional beverage brand, specializing in low-calorie, low-sugar functional vitamin drinks made from a blend of water, juice, teas and herbs
- Founded in Dublin in 2000, VITHIT has grown to become a leading functional drinks brands across Ireland, the UK, and international markets
- VITHIT has a strong retail and convenience distribution presence, innovative product development, and is a highly recognizable health and wellness brand

Process

- DC Advisory was engaged by VITHIT as exclusive financial advisor, providing strategic and financial advice on a sale of the business
- Working closely with management, DC Advisory positioned the business for sale leveraging deep consumer sector expertise and extensive financial and trade acquirer relationships
- DC Advisory developed and articulated VITHIT's investment proposition, highlighting its strong brand equity, differentiated product offering and attractive growth opportunities
- The team managed commercial negotiations, coordinated diligence and advised on key commercial matters to deliver a successful transaction aligned with shareholder objectives

Outcome

- The transaction completed on 7 August 2026
- The deal was for 100 percent of the share capital and represented a full sale for the shareholders of VITHIT
- The acquisition of VITHIT strengthens Nichols plc's position within the rapidly growing health and wellness beverage category
- VITHIT's strong brand, loyal consumer following and proven innovation credentials complement Nichols plc's existing portfolio and growth strategy
- The transaction reinforces DC Advisory's strong track record advising founder-led consumer businesses

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