FBT Gibbons Represents BARCODE in Acquisition by Axum Capital Partners

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Press Releases

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FBT Gibbons represented BARCODE, a U.S. performance hydration brand, in connection with Axum Capital Partners' agreement to acquire a controlling interest in the company. The transaction closed in the third quarter of 2026.

Founded by former NBA champion Kyle Kuzma and former Knicks and Los Angeles Lakers director of performance Mubarak Malik, BARCODE has built a growing presence in the performance hydration market, with NBA All-Star Victor Wembanyama serving as a primary brand endorser. Axum is a Charlotte-based private equity firm focused on health and wellness-oriented food and beverage brands and operators.

The transaction brings BARCODE together with an investor focused on scaling high-growth consumer brands in the health and wellness sector. Axum has said the investment will support its strategy of partnering with founders, operators, athletes, and other cultural leaders to accelerate growth and build long-term value.

The FBT Gibbons deal team was led by Ryaan A. Ibtisam and supported by Sarah Boronkay and Grace McVay.

FBT Gibbons' Private Equity & Venture team advises private equity and venture capital investors throughout the investment lifecycle, including fund formation and structuring, platform and add-on acquisitions, recapitalizations, restructurings, and exit transactions. The team also represents portfolio companies, startups, entrepreneurs, and businesses seeking financial investors or buyers.

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