SUMMIT CAPITAL ADVISORS

TRANSACTION ANNOUNCEMENT
NOVEMBER 2026
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Summit Capital Advises Murchie's Tea & Coffee on Sale to The DIG Collective

Summit Capital acted as exclusive sell-side financial advisor on the transaction.

VANCOUVER, British Columbia - November 17, 2026 - Summit Capital Advisors is pleased to announce that it acted as exclusive sell-side financial advisor to Murchie's Tea & Coffee ("Murchie's") on its sale to The DIG Collective.



A new chapter for an iconic BC tea merchant

Founded in 1894, Murchie's is one of Canada's oldest tea merchants. Murchie's operates 8 stores across Greater Vancouver and Victoria, including its flagship store and café in downtown Victoria. The company offers more than 130 teas and 25 coffee roasts, all blended, roasted and packed at its Delta, BC production facility and shipped to customers around the world.

The DIG Collective is a family-owned group of consumer brands based in Delta, BC, led by the Diamond family. Its portfolio includes West Coast Seeds, Renee's Garden, Pinebush Home & Garden and Urban Bee Supplies, serving customers across North America.

About Summit Capital Advisors Deal Team

Independent investment banking advice for mid-market companies across Western Canada.

$4B+
in completed transactions

65+
deals with Canadian and International private equity and strategic buyers

30+ years
of mid-market M&A experience

Track Record
of maximizing value & delivering success

OUR SERVICES

- Mergers, acquisitions & divestitures
- Strategic corporate finance
- Valuations & fairness opinions
- Strategic financial advisory
- Restructuring

Deal Team Contacts

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