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Shansby made money rescuing and nurturing orphan brands

San Francisco Business Times

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Gary Shansby is the “S” in **TSG Consumer Partners**, which began as the **Shansby Group** in 1987, when he founded it with Chuck Esserman. He left the firm in 2004 to focus on philanthropy and health issues.

The firm focused on building and revitalizing consumer brands. An early success was Famous Amos cookies.

“After succeeding with Famous Amos, we were considered smart,” Shansby joked in a recent interview from his San Francisco office at Partida Tequila, his latest endeavor in what was to be his retirement.

At TSG, Shansby had successes with orphan brands unloved by their parent companies in over-the-counter medicines and detergents, such as Compound W, Spic n’ Span and Comet cleanser. He once said the power of these brands was so strong that he was confident most could identify Spic ‘n Span simply from the color of its box.



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