Exhibit 10.1  
 CONSULTING AGREEMENT  
 This Consulting Agreement (this “Agreement”) is entered into effective as of February 12, 2024, by and among Xxxxx X. Xxxxx (the “Consultant”), Ozark Holdings, LLC, a Delaware limited liability company (“Parent”), and Whole Earth Brands, Inc., a Delaware corporation (the “Company” and collectively with Parent and the Consultant, the “Parties” and each, a “Party”).  
 WHEREAS, in connection with the closing of the transactions contemplated by that certain Agreement of Merger, dated February 12, 2024, by and among the Parent, the Company, and Sweet Oak Merger Sub, LLC, a Delaware limited liability company and a wholly owned subsidiary of Parent (the “Merger Agreement”), the Parties hereto desire that Consultant provide the Consulting Services (as defined below) to the Company on the terms and conditions set forth herein.  
 WHEREAS, the Consultant has agreed to advise on transition services and other matters to facilitate the orderly transition of the Company business to be acquired by Parent pursuant to the Merger Agreement (the “Consulting Services”).  
 NOW THEREFORE, in consideration of the mutual covenants and agreements herein contained, the Parties agree hereto as follows:  
 1.             CONSULTING SERVICES  
 1.1             Consulting Services. The Company hereby appoints and retains the Consultant, on a non-exclusive basis, during the Initial Term (as defined below) to provide the Consulting Services from time to time as mutually agreed by the Company and the Consultant, and the Consultant agrees to provide the Consulting Services in a professional manner. The Consultant shall be reasonably available for phone or e-mail consultations as reasonably requested by the Company and as agreed to by Consultant from time to time. In providing the Consulting Services, the Consultant will have a consulting role only, shall not perform any management functions and is subject to Section 4.1 below.  
 1.2             Remuneration. In exchange for the Consulting Services, Consultant shall be entitled to receive a consulting fee equal to One Million Four Hundred Thousand Dollars ($1,400,000), which amount shall be paid on the Closing Date (as defined in the Merger Agreement). Consultant acknowledges and agrees that the Company will not make deductions from any amounts payable to Consultant for taxes.