



REGIONAL HOT SAUCE CASE STUDY
2015 – PRESENT

On a confidential basis, Hollymead Capital has worked with the creator of a unique seasoning sauce. It began as a simple conversation with the entrepreneur and evolved into a full-blow effort to bring this product to markets that he had been unable to break into due to his size and production process.

In this instance, we positioned ourselves as a business partner with the entrepreneur and conducted both a detailed review of the business and it's opportunities to go into the market as well as identify a small group of investors who would be interested in putting minority capital to work with him in order to expand his place in the market.

Our review included a detailed analysis of his historic financial track record, interviews with distribution and retail market decision-makers as well as identifying ways to make his product securely in a third party co-packing location. This relationship continues to this day and so is strictly confidential but we can report that our work resulted in solving the co-packing problem, introduced the business opportunity to a very committed group of small investors who will be prepared to capitalize the business and finally assisting him in getting into one of the largest distributors of natural and specialty products while securing a commitment from a very large multistate grocery chain to bring it to market in their store locations.