

INNOVATIVE FOOD HOLDINGS INC  
Form SC 13D/A  
December 26, 2018

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 13D**

(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT

TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO

§ 240.13d-2(a)

(Amendment No. 2)<sup>1</sup>

Innovative Food Holdings, Inc.

(Name of Issuer)

Common Stock, \$0.0001 par value per share

(Title of Class of Securities)

45772H202

(CUSIP Number)

James C. Pappas

JCP Investment Management, LLC

1177 West Loop South, Suite 1320

Houston, TX 77027

(713) 333-5540

STEVE WOLOSKY, ESQ.

OLSHAN FROME WOLOSKY LLP

1325 Avenue of the Americas

New York, New York 10019

(212) 451-2300

(Name, Address and Telephone Number of Person

Authorized to Receive Notices and Communications)

December 20, 2018

(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box “.

*Note:* Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. *See* § 240.13d-7 for other parties to whom copies are to be sent.

1 The remainder of this cover page shall be filled out for a reporting person’s initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 (“Act”) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, *see* the *Notes*).

CUSIP NO. 45772H202

1 NAME OF REPORTING PERSON

JCP Investment Partnership,  
LP

2 CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP

(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

WC

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

TEXAS

|                              |   |                   |
|------------------------------|---|-------------------|
| NUMBER OF                    | 7 | SOLE VOTING POWER |
| SHARES BENEFICIALLY OWNED BY |   | 2,040,445         |

|                            |   |                     |
|----------------------------|---|---------------------|
| OWNED BY                   | 8 | SHARED VOTING POWER |
| EACH REPORTING PERSON WITH |   | - 0 -               |

|  |   |                        |
|--|---|------------------------|
|  | 9 | SOLE DISPOSITIVE POWER |
|--|---|------------------------|

|  |    |                          |
|--|----|--------------------------|
|  |    | 2,040,445                |
|  | 10 | SHARED DISPOSITIVE POWER |

- 0 -

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,040,445

12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

6%

14 TYPE OF REPORTING  
PERSON

PN

CUSIP NO. 45772H202

1 NAME OF REPORTING PERSON

JCP Investment Partners, LP

2 CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP

(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

AF  
CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

TEXAS

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

7 SOLE VOTING POWER 2,040,445

8 SHARED VOTING POWER - 0 -

9 SOLE DISPOSITIVE POWER 2,040,445

10 SHARED DISPOSITIVE POWER

- 0 -

AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,040,445

12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

6%

14 TYPE OF REPORTING  
PERSON

PN

CUSIP NO. 45772H202

1 NAME OF REPORTING PERSON

JCP Investment Holdings,  
LLC

2 CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP

(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

AF

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

TEXAS

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

7 2,040,445

SOLE VOTING POWER

8 SHARED VOTING POWER

- 0 -

9 SOLE DISPOSITIVE POWER

2,040,445

10 SHARED DISPOSITIVE POWER

- 0 -

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,040,445

12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

6%

14 TYPE OF REPORTING  
PERSON

OO



CUSIP NO. 45772H202

1 NAME OF REPORTING PERSON

JCP Investment Management, LLC

2 CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP

(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

AF  
CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

TEXAS

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

7 SOLE VOTING POWER 2,058,938

8 SHARED VOTING POWER

- 0 -

9 SOLE DISPOSITIVE POWER

2,058,938

10 SHARED DISPOSITIVE POWER

- 0 -

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,058,938

12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

6.1%

14 TYPE OF REPORTING  
PERSON

OO

CUSIP NO. 45772H202

1 NAME OF REPORTING PERSON

James C. Pappas

2 CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP

(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

AF

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

USA

NUMBER OF 7 SOLE VOTING POWER  
SHARES BENEFICIALLY 2,058,938

OWNED BY 8 SHARED VOTING POWER  
EACH REPORTING - 0 -

PERSON WITH 9 SOLE DISPOSITIVE POWER

10 2,058,938 SHARED DISPOSITIVE POWER

- 0 -

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,058,938

12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

6.1%

14 TYPE OF REPORTING  
PERSON

IN

CUSIP NO. 45772H202

The following constitutes Amendment No. 2 to the Schedule 13D filed by the undersigned (“Amendment No. 2”). This Amendment No. 2 amends the Schedule 13D as specifically set forth herein.

Item 3. Source and Amount of Funds or Other Consideration.

Item 3 is hereby amended and restated to read as follows:

The Shares owned by JCP Partnership and held in a certain account managed by JCP Management (the “JCP Account”) were purchased with working capital (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business), except as otherwise noted. Of the 2,040,445 Shares beneficially owned by JCP Partnership, 1,822,821 of such Shares have an aggregate purchase price of approximately \$1,043,423, excluding brokerage commissions, and 217,624 of such Shares were acquired in connection with an in-kind contribution from JCP Investment Partnership II, Master Fund LP on December 3, 2018. The aggregate purchase price of the 18,493 Shares held in the JCP Account is approximately \$9,417, excluding brokerage commissions.

Item 5. Interest in Securities of the Issuer.

Items 5(a) – (c) are hereby amended and restated to read as follows:

The aggregate percentage of Shares reported owned by each person named herein is based upon 33,775,306 Shares outstanding as of November 8, 2018, which is the total number of Shares outstanding as reported in the Issuer’s Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on November 14, 2018.

A. JCP Partnership

(a) As of the close of business on the date hereof, JCP Partnership beneficially owned 2,040,445 Shares.  
Percentage: Approximately 6%

- (b)
1. Sole power to vote or direct vote: 2,040,445
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,040,445
  4. Shared power to dispose or direct the disposition: 0

B. JCP Partners

(a) JCP Partners, as the general partner of JCP Partnership, may be deemed the beneficial owner of the 2,040,445 Shares owned by JCP Partnership.  
Percentage: Approximately 6%

- (b)
1. Sole power to vote or direct vote: 2,040,445
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,040,445
  4. Shared power to dispose or direct the disposition: 0

CUSIP NO. 45772H202

C. JCP Holdings

(a) JCP Holdings, as the general partner of JCP Partners, may be deemed the beneficial owner of the 2,040,445 Shares owned by JCP Partnership.

Percentage: Approximately 6%

- (b)
1. Sole power to vote or direct vote: 2,040,445
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,040,445
  4. Shared power to dispose or direct the disposition: 0

D. JCP Management

JCP Management, as the investment manager of JCP Partnership and the JCP Account, may be deemed the (a) beneficial owner of the (i) 2,040,445 Shares owned by JCP Partnership and (ii) 18,493 Shares held in the JCP Account.

Percentage: Approximately 6.1%

- (b)
1. Sole power to vote or direct vote: 2,058,938
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,058,938
  4. Shared power to dispose or direct the disposition: 0

E. Mr. Pappas

Mr. Pappas, as the managing member of JCP Management and sole member of JCP Holdings, may be deemed the (a) beneficial owner of the (i) 2,040,445 Shares owned by JCP Partnership and (ii) 18,493 Shares held in the JCP Account.

Percentage: Approximately 6.1%

- (b)
1. Sole power to vote or direct vote: 2,058,938
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,058,938
  4. Shared power to dispose or direct the disposition: 0

The filing of this Schedule 13D shall not be deemed an admission that the Reporting Persons are, for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended, the beneficial owners of any securities of the Issuer he or it does not directly own. Each of the Reporting Persons specifically disclaims beneficial ownership of the securities reported herein that he or it does not directly own.

The transactions in the Shares by the Reporting Persons since the filing of Amendment No. 1 to the Schedule 13D (c) are set forth in Schedule A and are incorporated herein by reference. Such transactions were effected in the open market.

CUSIP NO. 45772H202

SIGNATURES

After reasonable inquiry and to the best of his knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: December 26, 2018

JCP Investment Partnership,  
LP

JCP Investment  
By: Management, LLC  
Investment Manager

By: /s/ James C. Pappas  
Name: James C. Pappas  
Title: Managing Member

JCP Investment Partners,  
LP

JCP Investment  
By: Holdings, LLC  
General Partner

By: /s/ James C. Pappas  
Name: James C. Pappas  
Title: Sole Member

JCP Investment Holdings,  
LLC

By: /s/ James C. Pappas  
Name: James C. Pappas  
Title: Sole Member

JCP Investment Management,  
LLC

By: /s/ James C. Pappas  
Name: James C. Pappas  
Title: Managing Member

/s/ James C. Pappas  
James C. Pappas



CUSIP NO. 45772H202

SCHEDULE A

Transactions in the Shares Since the Filing of Amendment No. 1 to the Schedule 13D

| Shares of Common<br><u>Stock Purchased</u> | Price Per Date of<br><u>Share(\$)</u> | <u>Purchase</u> |
|--|---------------------------------------|-----------------|
|--|---------------------------------------|-----------------|

JCP Investment Partnership, LP

|         |        |            |
|---------|--------|------------|
| 29,189  | 0.5000 | 12/10/2018 |
| 9,416   | 0.5000 | 12/11/2018 |
| 500     | 0.4900 | 12/12/2018 |
| 1,500   | 0.5000 | 12/13/2018 |
| 14,466  | 0.4800 | 12/18/2018 |
| 75,487  | 0.4963 | 12/19/2018 |
| 197,654 | 0.5100 | 12/20/2018 |

JCP Investment Management, LLC

**(through a managed account)**

|        |        |            |
|--------|--------|------------|
| 10,000 | 0.5200 | 12/07/2018 |
| 376    | 0.5000 | 12/10/2018 |
| 2,117  | 0.5000 | 12/13/2018 |
| 3,000  | 0.4800 | 12/18/2018 |
| 3,000  | 0.5100 | 12/20/2018 |