



NewDelta Partners

Strategic Partners for Consumer Companies

Who We Are

NewDelta Partners is a specialized corporate finance and strategic advisory firm focused on working with consumer-oriented companies from inception to a desired exit. We work with our clients to develop their business and growth strategies, meet their capital needs and ultimately to enhance and realize the value of their enterprises through either acquisition or sale.



Food & Beverage

Unlike most advisors, all of the NewDelta Partners have been active investors in consumer companies, and operators or board members of consumer companies - from early stage to maturity and exit. The benefit of this experience is that we have a deep understanding of what it takes to grow the value of a company at all "inflection points" throughout its lifecycle.

Because of our backgrounds in private equity, venture capital, investment banking and law and as active investors in consumer



Consumer Products

companies, we bring a broad and deep perspective and possess the skills required to meet the transactional and strategic advisory needs of our clients within the consumer space.

What We Do

Strategic Advisory Services

Every company faces inflection points and challenges along its path from early stage development to maturity to a future sale of its enterprise. Whether its problem solving or growth planning, we help our clients think through the issues and find the solutions required to meet challenges and take advantage of

opportunities in the marketplace in order to get to the next level along their growth trajectory. The solutions that we develop together will be both specific and achievable. Our strategic advisory services include:



Restaurants and Hospitality

Go-to-Market Strategies: Getting a new product, service or technology into the marketplace in an effective way is critical to its success. We work closely with our clients to develop the right go-to-market strategy encompassing market-facing and operational tactics.

Brand Advisory: Brands are often a core component of consumer-facing companies. We can help companies maximize the value of their brand portfolios by designing a unique strategic roadmap for success that addresses individual brand building needs on both a long and near term basis.



Sports and Entertainment

Growth/Expansion
Developing the right expansion strategy can be challenging but important to a company's growth objectives. We help ensure that our client's expansion/rollout goes to plan by getting involved from the planning stage through to implementation.



Consumer Technology

Restructuring/Repositioning: When a business faces difficult times, it can be valuable to bring in an independent perspective. Whether through corporate restructuring or product repositioning, we work with our clients to develop and implement a viable plan to move forward and grow.

Exit Preparation and Planning: Well ahead of any potential sale of their business, we work closely with our clients to establish how value will be determined by future buyers and build a comprehensive plan today to transition the business in a way that will make it more attractive on exit.

Transactional Services

Whether a client is looking to sell its enterprise, acquire another company or grow through the infusion of additional capital, we work closely with it to establish its goals and execute a successful closing.



Digital Media

Buy-Side Advisory: We work with our clients to help them analyze whether and how to grow by acquisition and to create a focused acquisition strategy that directly ties to their business objectives. This allows them to quickly assess whether potential target(s) make sense and under what terms.

Sell-Side Advisory: There are numerous factors which can impact both how attractive a business is to potential acquirers as well the ultimate price paid. We understand these factors and the importance each plays in finding the right buyer and the right deal. Whether our client is selling an entire business or a single division, we work with it to achieve a successful outcome.



Retail

Capital Raising: As experienced investors ourselves, we know the issues that are important to investors. We feel strongly that each of our clients and its team is unique and that "one size does not fit all" when it comes to raising capital. Whether our client's capital need is for corporate growth or a new facility, NewDelta works with it to get deals closed with the right capital partners.



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The NewDelta Team

NewDelta's Founding Partners are Ross Pascal and Dara Mitchell.



Previously Ross Pascal was the Founding Partner of A2 Capital Partners LLP an investment and advisory firm to early stage companies in a variety of business/ service sectors including consumer, technology and social media. Prior to this, Ross was a co-founder of BW Realty Advisors, a boutique investment banking firm which specialized in advising and raising capital for large commercial real estate projects. Earlier, Ross was a senior corporate finance partner at Dechert LLP where he concentrated on corporate mergers and acquisitions and on structuring, negotiating and closing large commercial real estate transactions for Fortune 100 corporations and capital markets companies in the US, Europe and the Far East.



Prior to NewDelta, Dara Mitchell was a Principal at 3i, a global private equity firm with \$11B in assets. For a number of years, she was a core part of the mid-market buyout team before transitioning to 3i's Venture arm where she was directly responsible for investing in and managing 3i's technology deals. She has successfully led multiple fundraisings, M&A transactions and IPOs and has worked with the Boards of many companies to achieve growth. She also brings an international perspective and has worked with companies in both the United States and the United Kingdom. Dara spent the early part of her career with Ernst & Young where she was a member of their Financial Services Practice working primarily in retail banking and insurance.



Before joining the NewDelta team, Adam Sinoway spent five years in real estate development and finance. As a Project Manager at Mitchell Properties, Adam managed the financing and development for over \$100M of mixed-use real estate. Adam was also responsible for structuring and negotiating terms on over \$60M of debt and equity. In 2009 Adam also co-founded an American/ Asian snack food brand. This experience developed Adam's understanding of consumer behavior and enables him to understand the challenges of entrepreneurship.

Our Strategic Partners

We are joined by industry-specific strategic partners who provide in-depth operational insight to and work actively on our client engagements. These partners include:

Food—Vincent Fantegrossi

Former CEO of Richelieu Foods & Cape Cod Potato Chips



Consumer Products/Retail—Jim Lamie

Former Director of Global Marketing for Gillette



Restaurants/Consumer/Retail—Neal Yanofsky

Former President, Intl Dunkin Brands & Former President Panera Bread



Consumer Consulting—Charles Collier

Formerly Hale Group and Lucas Group



Hospitality—Dan Wright

Former CFO of Pyramid Hotel Group



Entertainment/West Coast – Craig Carlson

Former Head of Development for Wave House



Technology and Europe—Yuval Yashiv

Former CEO of Pixology

