

AWARD-WINNING FOOD COMPANY FINDS BETTER INGREDIENTS IN A CUSTOM SOLUTION.

CASE STUDY » \$4 Million Credit Facility

THE CHALLENGE

The founder made a name for herself by bringing a family baking recipe to market online, delivering award-winning delectables to homes and businesses across the U.S. and Canada.

Now backed by a large Private Equity firm and poised to complete the next phase of her business strategy, the founder learned that her existing lender was terminating its relationship. Could the PE firm's relationship with Alterna keep the online bakery's growth from cooling?

OUR SOLUTION

Familiarity with the PE firm allowed Alterna to move quickly with confidence in the ownership.

Within three and a half weeks, the Alterna team completed an inventory appraisal for the client, briefed their CFO on our processes, structured a customized contract to meet the company's and PE firm's requirements, and funded the facility.

How did we sweeten the deal? In the client's words, "Your team made the due diligence and closing process relatively pain free."

MEASURED RESULTS

- **85% advance rate** on accounts receivable to finance production increase to meet demand
- **Borrowing against inventory** allows the client to maximize working capital
- **Ongoing relationship** with client CFO to continue funding the company's growth strategy

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