



H and D Pecan Company, LLC
d/b/a B. Lloyd's

For more information:
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B. Lloyd's



Industry: Natural snack foods & condiments

Management:

Doug Wedding,
CEO & CFO
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Heath Varnedoe IV,
President & COO
heathv@blloyds.com

Revenues:

'08 Actual \$2,074K
10/31/09 Actual \$4,835K
'09 projected \$7,079K
'10 projected \$17M

Current Debt:

Line Of Credit: \$2,240K
Long Term Debt: \$1,222K

Previous Investment:

Varnedoe Family: 55% of common equity
Wedding Family: 43% of common equity
Minority Holders: 2% of common equity
Convertible Debt: \$2,335K

Financing Sought:

\$2M preferred equity with 6% dividend convertible to common stock

Investment Terms:

\$7M pre-money valuation
\$2M buys 28% equity
Min. investment = \$50K

Use of Proceeds:

Marketing & promotion; working capital (inventory & purchasing), product line extensions

Business Description: B.Lloyd's is an emerging national natural foods and condiment firm, experiencing 3X annualized sales growth and is seeking \$2 MM in growth capital to strengthen its distribution channel that currently includes 8,000 stores and major *Fortune 100* club stores sales. By 2013, the Company's revenues are expected to grow to \$50 million. B.Lloyd's is garnering national prominence through a comprehensive advertising/product campaign with Paula Deen from *Food Network*.

Unique Value Proposition: Quality, promotability and freshness are what sustain B. Lloyd's products. A competitive analysis among five other competing products was completed by and is available for confidential review.

Key Success Factors:

- Increase market share by exploiting national brand and distribution systems.
- Improve margins by shifting product mix and investing in capital improvements.
- Expand and improve distribution channels.
- Pursue external growth opportunities.

Key Risk Factors

- Raw materials are subject to fluctuations in availability and price.
- Competition from national and regional competitors as well as snack food industry competitors.
- Changes in the food industry, including changing dietary trends and customer preferences could reduce demand for products.

Status: September 2009 was B. Lloyd's highest grossing month yet – which is notable considering that historically 90% of their revenue comes in the fourth quarter. The Company anticipates achievement of its projected 2010 performance.

Funding structure preferred: \$2 million preferred/convertible equity; 6% cash dividend; liquidation preferences offered; board seat open for consideration.

Exit Strategy: Likely acquisition (liquidity) target by product extenders.

Documents Available: Executive Summary, PowerPoint, Business Plan.

Calendar Years	2008*	10/31/09*	2009	2010	2011	2012	2013
Product Revenues	\$2,074	\$4,835	\$7,079	\$17,070	\$28,524	\$38,020	\$47,872
Cost of Revenues	1,754	3,309	4,327	9,977	17,548	23,585	29,380
Gross Profit	320	1,272	2,752	7,093	10,976	14,435	18,493
Operating Expenses	1,249	1,452	2,397	4,873	6,995	8,159	10,138
EBITDA	(1,492)	(46)	435	2,384	4,629	6,610	9,176
Net Income (Loss)	(1,806)	(361)	106	1,778	2,329	3,442	4,901

*Actual results for the period.

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