

INNOVATIVE FOOD HOLDINGS INC  
Form SC 13D/A  
January 31, 2019

**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. 3)<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)

January 29, 2019

(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 OF A GROUP (a)

(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

WC, OO  
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 2,382,260

8 SHARED VOTING POWER - 0 -

9 SOLE DISPOSITIVE POWER

10 SHARED DISPOSITIVE POWER 2,382,260

- 0 -

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,382,260

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

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

7.1%

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 2,382,260

8 SHARED VOTING POWER - 0 -

9 SOLE DISPOSITIVE POWER 2,382,260

10 SHARED DISPOSITIVE POWER

- 0 -

AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,382,260

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

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

7.1%

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 SOLE VOTING POWER

2,382,260

8 SHARED VOTING POWER

- 0 -

9 SOLE DISPOSITIVE POWER

2,382,260

10 SHARED DISPOSITIVE POWER

- 0 -

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,382,260

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

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

7.1%

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

5 AF, OO 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 2,415,245

8 SHARED VOTING POWER

- 0 -

9 SOLE DISPOSITIVE POWER

10 2,415,245 SHARED DISPOSITIVE POWER

- 0 -

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,415,245

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

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

7.2%

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	
7	NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	SOLE VOTING POWER
		2,415,245
8		SHARED VOTING POWER
		- 0 -
9		SOLE DISPOSITIVE POWER
		2,415,245
10		SHARED DISPOSITIVE POWER

- 0 -

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

2,415,245

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

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

7.2%

14 TYPE OF REPORTING  
PERSON

IN

CUSIP NO. 45772H202

The following constitutes Amendment No. 3 to the Schedule 13D filed by the undersigned (“Amendment No. 3”). This Amendment No. 3 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 2,382,260 Shares beneficially owned by JCP Partnership, 2,164,636 of such Shares have an aggregate purchase price of approximately \$1,230,738, excluding brokerage commissions, and 217,624 of such Shares were acquired in connection with an in-kind contribution as further explained in Amendment No. 1 to the Schedule 13D. The aggregate purchase price of the 32,985 Shares held in the JCP Account is approximately \$17,377, 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 2,382,260 Shares.  
Percentage: Approximately 7.1%

- (b)
1. Sole power to vote or direct vote: 2,382,260
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,382,260
  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 2,382,260 Shares owned by JCP Partnership.  
Percentage: Approximately 7.1%

- (b)
1. Sole power to vote or direct vote: 2,382,260
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,382,260
  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 2,382,260 Shares owned by JCP Partnership.

Percentage: Approximately 7.1%

- (b)
1. Sole power to vote or direct vote: 2,382,260
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,382,260
  4. Shared power to dispose or direct the disposition: 0

D. JCP Management

As of the close of business on the date hereof, 32,985 Shares were held in the JCP Account. JCP Management, as (a) the investment manager of JCP Partnership and the JCP Account, may be deemed the beneficial owner of the (i) 2,382,260 Shares owned by JCP Partnership and (ii) 32,985 Shares held in the JCP Account.

Percentage: Approximately 7.2%

- (b)
1. Sole power to vote or direct vote: 2,415,245
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,415,245
  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) 2,382,260 Shares owned by JCP Partnership and (ii) 32,985 Shares held in the JCP Account.

Percentage: Approximately 7.2%

- (b)
1. Sole power to vote or direct vote: 2,415,245
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 2,415,245
  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. 2 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: January 31, 2019

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. 2 to the Schedule 13D

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

JCP INVESTMENT PARTNERSHIP, LP

10,000	0.4600	12/28/2018
2,500	0.5400	01/04/2019
25,750	0.5500	01/07/2019
15,000	0.5500	01/08/2019
58,500	0.5496	01/09/2019
62,500	0.5500	01/10/2019
1,185	0.5400	01/14/2019
30,000	0.5500	01/15/2019
13,472	0.5400	01/16/2019
47,994	0.5600	01/18/2019
6,014	0.5400	01/22/2019
900	0.5400	01/23/2019
32,000	0.5500	01/25/2019
30,000	0.5500	01/29/2019
6,000	0.5500	01/30/2019

JCP INVESTMENT MANAGEMENT, LLC

(through the JCP Account)

1,500	0.5500	01/07/2019
1,500	0.5496	01/09/2019
1,500	0.5400	01/16/2019
4,506	0.5600	01/18/2019
3,986	0.5400	01/22/2019
1,500	0.5500	01/25/2019