



HALE
and
HEARTY

BRAND ACQUISITION OPPORTUNITY

Hilco Streambank is offering for sale the Hale & Hearty® brand and nourishing recipes. Beloved for its homemade, wholesome, delicious soups, salads and sandwiches, Hale & Hearty® served hundreds of different soups to New Yorkers and Bostonians for more than 20 years.

The brand is now available to a buyer looking to leverage this widely recognized name, recipes, and domain name (haleandheartysoups.com) whether to reopen retail locations serving those returning to the office, offer catering, bring the brand to supermarkets and specialty food stores, extend the brand to offerings beyond soups, and more.

BID DEADLINE

MARCH 27, 2023
at 12:00 p.m. Noon Eastern

AUCTION

MARCH 29, 2023
at 12:00 p.m. Noon Eastern

STALKING HORSE BID SIGNED — SUBJECT TO HIGHER OR BETTER OFFERS

The Trustee has entered into a “stalking horse agreement” with Schnipper Restaurants LLC, which is subject to bankruptcy court approval and is subject to higher or otherwise better offers through an auction process. Bidders interested in participating in the auction must submit bids equal to or greater than \$340,000.



More than 16 locations throughout Manhattan, Brooklyn, Long Island, and Boston.

Menu offerings included chowder, chili, mac & cheese, jambalaya, and bisque. Throughout its history, Hale & Hearty® developed hundreds of soups offered at its retail locations. See [here](#) for a listing of soup offerings. The brand also developed a robust catering business, providing wholesome food for office lunches, school trips, and family dinners.



SALE PROCESS

The assets are being offered by Gregory M. Messer, solely in his capacity as Chapter 7 Trustee of Hale & Hearty Soups L.L.C., pending in the United States Bankruptcy Court for the Southern District of New York (the "Bankruptcy Court"). The sale, the dates set forth herein, and the stalking horse agreement are subject to Bankruptcy Court approval. Contact Hilco Streambank to learn more and gain access to a virtual data room containing additional materials.



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