



The Wyse Group

## CASE STUDY: RESTAURANT - FLY BY CRO

### Company Profile

**Industry:** Food & Beverage

**HQ:** New York, USA

**Profile:** A leading airport focused food, beverage, and technology platform

### Key Issues



Covid related issues drove the company into forbearance with their lender



Company was in the middle of lender negotiations as business was resuming



Cash management was crucial to maintaining liquidity as normal air travel resumed

### Implemented Workstreams

- Managed cash flows by implementing strategic measures to optimize liquidity, prioritize essential expenses
- Managed accounts payable in order to maintain liquidity
- Held board discussions to report findings on company's profitability and cash standing

### The Wyse Group Impact

- Successfully managed cash flows leading to stable liquidity throughout refinance process
- Implemented communications stream with the board on current state of the company throughout refinance process
- Helped maintain vendor relationships while the company secured additional capital

## ABOUT THE WYSE GROUP

Founded in 2015 with a relentless focus on successful outcomes, The Wyse Group provides solutions and strategic guidance to middle market companies across their life cycle to achieve value appreciation through strategic, financial, and operational excellence.

**Our Offices:**

Short Hills, NJ | Buffalo, NY | Washington, D.C. | Austin, TX | Tampa, FL | Los Angeles, CA | Cleveland, OH

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# CASE STUDY: RESTAURANT - PERFORMANCE EVALUATION

## Company Profile

**Industry:** Food & Beverage

**HQ:** Pennsylvania, USA

**Profile:** A specialty CPG manufacturing company specializing in product pre-mixed, ready-to-drink frozen cocktails

## Key Issues



Flawed quality control hindered a product launch leading to 4,000 unsellable cases



Quality control issues resulted in \$8.9MM of lost revenue. The company also took a \$2MM LOC to service the product swap out



Select batches lacked proper shelf stability testing, resulting in inaccurate expiration dates on the packaging

## Implemented Workstreams

- Determined the company's capital needs to ensure a successful path to sustainable growth
- Conducted a performance review on behalf of its largest supplier to support a potential capital infusion
- A historical review including an examination of the financial performance, operational activities, and management practices

## The Wyse Group Impact

- Identified two partial recovery opportunities for quality control losses
- Secured lucrative deals to sell the product machinery, resulting in total proceeds of \$100,000
- Initiated customer re-activation process with national retailers and generated additional revenue stream via product innovation

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