

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:

SALT LIFE BEVERAGE, LLC, *et al.*,¹

Debtors.

Chapter 11

Case No. 24-11468 (LSS)

(Jointly Administered)

Bid Procedures Objection Deadline: July 18, 2024 at 4PM (ET)

Bid Procedures Hearing Date: July 23, 2024 at 2PM (ET)

Re: Docket No. 67

NOTICE OF HEARING REGARDING AMENDED BID PROCEDURES MOTION

PLEASE TAKE NOTICE that on July 10, 2024, the above-captioned debtors and debtors in possession (collectively, the “**Debtors**”) filed the *Amended Motion of Debtors for Entry of (I) an Order (A) Approving Bid Procedures in Connection with the Potential Sale of the Debtors' Assets, (B) Scheduling an Auction and a Sale Hearing, (C) Approving the Form and Manner of Notice Thereof, (D) Authorizing the Debtors to Enter into One or More Stalking Horse Agreements, (E) Approving Bid Protections, (F) Approving Procedures for the Assumption and Assignment of Contracts and Leases, and (G) Granting Related Relief; and (II) Orders (A) Approving the Sale of the Debtors' Assets Free and Clear of All Liens, Claims, Encumbrances, and Interests, (B) Authorizing the Assumption and Assignment of Contracts and Leases, and (C) Granting Related Relief* [Docket No. 67] (the “**Motion**”) with the United States Bankruptcy Court for the District of Delaware (the “**Bankruptcy Court**”). A copy of the Motion is being served concurrently with this notice.

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, are Salt Life Beverage, LLC, a Delaware limited liability company (8436), Delta Apparel, Inc., a Georgia corporation (8794), Salt Life, LLC, a Georgia limited liability company (6136), M. J. Soffe, LLC, a North Carolina limited liability company (2056), Culver City Clothing Company, a Georgia corporation (4619), DTG2Go, LLC, a Georgia limited liability company (6498), and Salt Life Beverage Management, LLC, a Delaware limited liability company (7886). The location of the Debtors’ headquarters and mailing address is 2750 Premiere Parkway, Suite 100, Duluth, Georgia 30097.

PLEASE TAKE FURTHER NOTICE that on July 10, 2024, the Bankruptcy Court entered the *Order Granting Motion of Debtors to Shorten Notice for the Hearing on the Amended Motion of Debtors for Entry of (I) an Order (A) Approving Bid Procedures in Connection with the Potential Sale of the Debtors' Assets, (B) Scheduling an Auction and a Sale Hearing, (C) Approving the Form and Manner of Notice Thereof, (D) Authorizing the Debtors to Enter into One or More Stalking Horse Agreements, (E) Approving Bid Protections, (F) Approving Procedures for the Assumption and Assignment of Contracts and Leases, and (G) Granting Related Relief; and (II) Orders (A) Approving the Sale of the Debtors' Assets Free and Clear of All Liens, Claims, Encumbrances, and Interests, (B) Authorizing the Assumption and Assignment of Contracts and Leases, and (C) Granting Related Relief* [Docket No. 70] (the “**Order Shortening Notice**”). A copy of the Order Shortening Notice is being served concurrently with this notice.

PLEASE TAKE FURTHER NOTICE that objections, if any, to entry of an order approving the bidding procedures portion of the Motion must be filed on or before **July 18, 2024 at 4:00 p.m. (ET)** (the “**Objection Deadline**”) with the Clerk of the Bankruptcy Court, 824 N. Market Street, 3rd Floor, Wilmington, Delaware 19801 and served so actually to be received by the Objection Deadline upon (a) Delta Apparel, Inc., 2750 Premiere Parkway, Suite 100, Duluth, Georgia 30097 (Attn: J. Tim Pruban and Michael Grau) or t.pruban@focusmg.com and m.grau@focusmg.com; (b) proposed counsel to the Debtors, Polsinelli PC, 600 Third Avenue, 42nd Floor, New York, New York 10016 (Attn: Jeremy R. Johnson) or jeremy.johnson@polsinelli.com, Polsinelli PC, 222 Delaware Avenue, Wilmington, Delaware 19801 (Attn: Christopher Ward) or cward@polsinelli.com, and Polsinelli PC, 150 N. Riverside Plaza, Suite 3000, Chicago, Illinois 60606 (Attn: Jerry Switzer) or jswitzer@polsinelli.com; (c) counsel for the DIP Agent, Otterbourg P.C., 230 Park Avenue, New York, New York 10169, Attn:

Daniel F. Fiorillo (dfiorillo@otterbourg.com) and Burr & Forman, 222 Delaware Avenue, Suite 1030, Wilmington, Delaware 19801, Attn: J. Cory Falgowski (jfalgowski@burr.com), (d) counsel to the official committee of unsecured creditors, if one is appointed; and (e) the United States Trustee for the District of Delaware, 844 King Street, Suite 2207, Lockbox 35, Wilmington, Delaware 19801, Attn: Benjamin A. Hackman (benjamin.a.hackman@usdoj.gov).

PLEASE TAKE FURTHER NOTICE that a hearing to consider approval of the bidding procedures portion of the Motion will be held on **July 23, 2024 at 2:00 p.m. (ET)** before the Honorable Laurie Selber Silverstein, at the Bankruptcy Court, 824 N. Market Street, 6th Floor, Courtroom No. 2, Wilmington, Delaware 19801. Only those objections made in writing and timely filed and served in accordance with the above procedures will be considered by the Bankruptcy Court at such hearing.

PLEASE TAKE FURTHER NOTICE THAT IF YOU FAIL TO RESPOND IN ACCORDANCE WITH THIS NOTICE, THE BANKRUPTCY COURT MAY GRANT THE RELIEF REQUESTED IN THE MOTION WITHOUT FURTHER NOTICE OR HEARING.

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Dated: July 10, 2024
Wilmington, Delaware

POLSINELLI PC

/s/ Christopher A. Ward

Christopher A. Ward (Del. Bar No. 3877)
222 Delaware Avenue, Suite 1101
Wilmington, Delaware 19801
Telephone: (302) 252-0920
Facsimile: (302) 252-0921
cward@polsinelli.com

-and-

Jeremy R. Johnson (Admitted *Pro Hac Vice*)
600 Third Avenue, 42nd Floor
New York, New York 10016
Telephone: (212) 684-0199
Facsimile: (212) 684-0197
jeremy.johnson@polsinelli.com

-and-

Jerry L. Switzer, Jr. (Admitted *Pro Hac Vice*)
150 N. Riverside Plaza, Suite 3000
Chicago, Illinois 60606
Telephone: (312) 819-1900
Facsimile: (312) 819-1910
jswitzer@polsinelli.com

*Proposed Counsel to the Debtors and
Debtors in Possession*