

**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

**SUPPLEMENTAL NOTICE RELATING TO VIRTUAL ATTENDANCE AT
AUCTION OF DEBTORS' SALT LIFE ASSETS AND NON-SL ASSETS**

PLEASE TAKE NOTICE that on July 10, 2024, the above-captioned debtors and debtors in possession (the “**Debtors**”) in the above-captioned cases (the “**Bankruptcy Cases**”), 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 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) an Order (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 “**Bid Procedures and Sale Motion**”).² The Debtors seek to complete sales of their assets associated with the operation of the *Salt Life*® business (the “**Salt Life Assets**”) and all or substantially all of the Debtors’ assets that are not associated with the operation of the *Salt Life*® business (the “**Non-SL Assets**” and, together with the Salt Life Assets, the “**Assets**”) each to a prevailing bidder or bidders (each, a “**Successful Bidder**”) at an auction free and clear of all liens, claims, encumbrances and other interests pursuant to Bankruptcy Code section 363 (the “**Auction**”).

PLEASE TAKE FURTHER NOTICE that, on July 26, 2024, the Bankruptcy Court entered an order [Docket No. 145] (the “**Bid Procedures Order**”) approving the Bid Procedures set forth in the Bid Procedures and Sale Motion (the “**Bid Procedures**”), which set the key dates and times related to the Sales of the Salt Life Assets and the Non-SL Assets. **All interested bidders should carefully read the Bid Procedures.** To the extent there are any inconsistencies between

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.

² Capitalized terms not otherwise defined herein shall have the meanings set forth in the Bid Procedures Order and the Bid Procedures, as applicable.

the Bid Procedures and the summary description of its terms and conditions contained in this notice, the terms of the Bid Procedures shall control.

PLEASE TAKE FURTHER NOTICE that, pursuant to the terms of the Bid Procedures, if the Debtors receive one or more Qualified Bids for the Salt Life Assets (other than the Salt Life Stalking Horse Agreement) or the Non-SL Assets by the Bid Deadline, the Auction will be conducted on **August 27, 2024, at 10:00 a.m. (prevailing Eastern Time)**. *In consultation with the DIP Agent and the Creditors' Committee, the Debtors have determined that the Auction for the Salt Life Assets and the Non-SL Assets will take place virtually via Zoom, and will not be conducted physically at the law offices of Polsinelli PC, 222 Delaware Avenue, Suite 1101, Wilmington, Delaware 19801, as originally set forth in the Bid Procedures Order, the Bid Procedures, and prior notices issued by the Debtors in connection therewith.*

In addition to the Debtors, the Salt Life Stalking Horse Bidder, any Qualified Bidders for the Salt Life Assets or the Non-SL Assets, and their respective counsel, the following parties and/or their respective counsel shall be entitled to attend the Auction for the Salt Life Assets and the Non-SL Assets without the need for any further action or notice to the Debtors: (i) the U.S. Trustee, (ii) the DIP Agent, and (iii) the Creditors' Committee. Any other parties seeking to attend the Auction for the Salt Life Assets and the Non-SL Assets shall provide notice of their intent to attend to the Debtors' counsel (Attn: Jerry L. Switzer, Jr., jswitzer@polsinelli.com) not less than two (2) business days prior to the Auction. Not less than one (1) business day prior to the Auction, the Debtors will provide Zoom access instructions for the Auction to the foregoing parties.

PLEASE TAKE FURTHER NOTICE that this notice is subject to the full terms and conditions of the Bid Procedures and Sale Motion, the Bid Procedures Order and the Bid Procedures (except as provided expressly above), which shall control in the event of any conflict, and the Debtors encourage parties in interest to review such documents in their entirety. A copy of the Bid Procedures and Sale Motion, the Bid Procedures and the Bid Procedures Order may be obtained (i) by contacting counsel for the Debtors, Polsinelli PC, 600 Third Avenue, 42nd Floor, New York, New York 10016, Attn: Jeremy R. Johnson (Jeremy.johnson@polsinelli.com), Polsinelli PC, 150 N. Riverside Plaza, Suite 3000, Chicago, Illinois 60606, Attn: Jerry L. Switzer, Jr. (jswitzer@polsinelli.com) and Polsinelli PC, 222 Delaware Avenue, Suite 1101, Wilmington, Delaware 19801, Attn: Christopher A. Ward (cward@polsinelli.com), (ii) for free by accessing the website of the Debtors' noticing agent, Epiq, <https://dm.epiq11.com/Delta-SaltLife>, or (iii) for a fee via PACER at <http://www.deb.uscourts.gov>.

Dated: August 20, 2024
Wilmington, Delaware

POLSINELLI PC

/s/ Christopher A. Ward

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