

ASCENDIA BRANDS, INC.  
Form NT 10-Q  
January 10, 2008

**SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549**

**FORM 12b-25**

**NOTIFICATION OF LATE FILING**

SEC FILE NUMBER 033-25900  
CUSIP NUMBER 043509108

Form 10-K    Form 20-F    Form 11-K    Form 10-Q    Form NSAR    Form N-CSR

For the period ended: **November 24, 2007**

- Transition Report on Form 10-K
- Transition Report on Form 20-F
- Transition Report on Form 11-K
- Transition Report on Form 10-Q
- Transition Report on Form NSAR

For the transition period ended:

---

*Read attached Instruction Sheet Before Preparing Form. Please Print or Type.*

Nothing in this form shall be construed to imply that the Commission has verified any information contained herein.

If the notification related to a portion of the filing checked above, identify the item(s) to which notification relates:

---

**Part I-Registrant Information**

Full name of Registrant: Ascendia Brands, Inc.  
Former name if Applicable: \_\_\_\_\_  
Address of Principal Executive Office (*Street and Number*): 100 American Metro Boulevard, Suite 108  
City, State and Zip Code: Hamilton, New Jersey 08619

---

**Part II-Rule 12b-25(b) and (c)**

If the subject report could not be filed without unreasonable effort or expense and the registrant seeks relief pursuant to Rule 12b-25(b), the following should be completed.(Check box if appropriate.)

- (a) The reasons described in detail in Part III of this form could not be eliminated without unreasonable effort or expense;
- (b) The subject annual report, semi-annual report, transition report of Forms 10-K, 10-KSB, 20-F, 11-K, Form N-SAR or Form N-CSR, or portion thereof will be filed on or before the 15th calendar day following the prescribed due date; or the subject quarterly

Edgar Filing: ASCENDIA BRANDS, INC. - Form NT 10-Q

report or transition report on Form 10-Q, 10-QSB, or portion thereof will be filed on or before the fifth calendar day following the prescribed due date; and

(c) The accountant's statement or other exhibit required by Rule 12b-25(c) has been attached if applicable.

---



**Part III-Narrative**

State below in reasonable detail the reasons why Forms 10-K, 20-F, 11-K, 10-Q, 10-QSB, N-SAR, N-CSR or the transition report portion thereof could not be filed within the prescribed time period.

The Registrant's Quarterly Report on Form 10-Q for the thirteen weeks ended November 24, 2007 could not be filed within the prescribed time period because the Registrant requires additional time to complete the review of the thirteen weeks ended November 24, 2007 and the related review of Form 10-Q.

The Registrant intends to file the Quarterly Report on Form 10-Q not later than February 15, 2008.

**Part IV-Other Information**

(1) Name and telephone number of person to contact in regard to this notification:

Steven R. Scheyer	609	219-0930
-------------------	-----	----------

(Name)	(Area Code)	(Telephone Number)
--------	-------------	--------------------

(2) Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed?

Yes    No

If the answer is no, identify report(s):

(3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof?

Yes    No

If so: attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

Ascendia Brands, Inc.

Name of Registrant as Specified in Charter

Has caused this notification to be signed on its behalf by the undersigned thereunto duly authorized.

Date: January 10, 2008

By: /s/ Steven R. Scheyer  
 Steven R. Scheyer  
 Chief Executive Officer

INSTRUCTION: The form may be signed by an executive officer of the registrant or by any other duly authorized representative. The name and title of the person signing the form shall be typed or printed beneath the signature. If the statement is signed on behalf of the registrant by an authorized representative (other than an executive officer), evidence of the representative's authority to sign on behalf of the registrant shall be filed with the form.

ATTENTION

Intentional misstatements or omissions of fact constitute Federal Criminal Violations (See 18 U.S.C. 1001).



ASCENDIA BRANDS

Attachment A to Form 12b-25

As preparation of the Company's financial statements has not yet been completed, as described in Part III, all amounts and percentages described below are estimates as of the date of the filing of the attached Form 12b-25.

**THIRTEEN WEEKS ENDED NOVEMBER 24, 2007 COMPARED TO THE THIRTEEN WEEKS ENDED NOVEMBER 25, 2006**

NET SALES

Consolidated net sales for the thirteen weeks ended November 24, 2007 increased by \$32.7 million or 133.1%, compared to the thirteen weeks ended November 25, 2006, from \$24.5 million to \$57.2 million. The *Calgon* and *thealing garden brands*<sup>®</sup> acquired from Coty Inc. on February 9, 2007 contributed \$34.4 million to current quarter net sales. Excluding the impact of this acquisition, net sales decreased by \$1.7 million.

GROSS PROFIT

Consolidated gross profit increased by \$4.9 million to \$8.6 million for the thirteen weeks ended November 24, 2007, compared to \$3.7 million for the comparable period in the prior year. As a percentage of net sales, the third quarter gross profit margin was 15.1%, compared to 15.3% in the prior year. The gross profit was favorably impacted by the acquired Coty brands, which contributed \$6.2 million to the current quarter. Gross margins on the previously owned brands were unfavorably impacted by higher trade promotional spending.

SELLING, GENERAL AND ADMINISTRATIVE EXPENSES

Consolidated selling, general and administrative expenses increased by \$7.7 million, to \$12.2 million, for the thirteen weeks ended November 24, 2007, compared to \$4.5 million for the comparable period in the prior year. Contributing to the increase were costs associated with the acquired Coty brands, including \$2.6 million from the amortization of intangible assets identified as part of the purchase price allocation, \$0.2 million in sales brokerage costs, and \$0.3 million in advertising and consumer promotion in support of the acquired brands. Additional expenses contributing to the increase compared to the prior period were executive salaries and bonuses of \$2.6 million, non-cash stock compensation expense of \$0.2 million, and outside services of \$1.6 million.

OPERATING INCOME

Operating loss for the thirteen weeks ended November 24, 2007 was (\$3.5) million, compared to (\$0.7) million in the comparable period in the prior year.

**THIRTY-NINE WEEKS ENDED NOVEMBER 24, 2007 COMPARED TO THE THIRTY-NINE WEEKS ENDED NOVEMBER 25, 2006**

NET SALES

Consolidated net sales for the thirty-nine weeks ended November 24, 2007 increased by \$59.3 million or 80.4% compared to the thirty-nine weeks ended November 25, 2006, from \$73.7 million to \$133.0 million. The *Calgon* and *thealing garden brands*<sup>®</sup> acquired from Coty Inc. on February 9, 2007 contributed \$63.4 million to the increase.

#### GROSS PROFIT

Consolidated gross profit increased by \$10.1 million to \$22.9 million for the thirty-nine weeks ended November 24, 2007, compared to \$12.8 million for the comparable period in the prior year. As a percentage of net sales, the gross profit margin for the thirty-nine week period ended November 24, 2007 was 17.2%, compared to 17.4% for the comparable period in the prior year. The gross profit and gross profit margin were favorably impacted by the acquired Coty brands, which contributed \$15.0 million. Gross margins on the previously owned brands were unfavorably impacted by higher trade promotional spending.

#### SELLING, GENERAL AND ADMINISTRATIVE EXPENSES

Consolidated selling, general and administrative expenses increased by \$22.0 million, to \$35.5 million, for the thirty-nine weeks ended November 24, 2007, compared to \$13.5 million for the comparable period in the prior year. Contributing to the increase were costs associated with the acquired Coty brands, including \$7.4 million from the amortization of intangible assets identified as part of the purchase price allocation, \$1.9 million in costs related to services provided by Coty under a transition services agreement, \$0.4 million in sales brokerage costs, and \$1.4 million in advertising and consumer promotion in support of the acquired brands. Additional expenses contributing to the increase compared to the prior period were executive salaries and bonuses of \$6.8 million, non-cash stock compensation expense of \$1.1 million, and outside services of \$2.1 million.

#### OPERATING INCOME

Operating loss for the thirty-nine weeks ended November 24, 2007 was (\$12.6) million compared to (\$0.6) million in the comparable period in the prior year.

#### OTHER INCOME (EXPENSE)

Accounting for the Company's debt and related derivative is still being evaluated and the financial statements remain subject to review by the Company's external auditors.