



OFFERING MEMORANDUM

facilitated by



Biscuit & Counter

FORM C

OFFERING MEMORANDUM

Purpose of This Form

A company that wants to raise money using Regulation Crowdfunding must give certain information to prospective investors, so investors will have a basis for making an informed decision. The Securities and Exchange Commission, or SEC, has issued regulations at 17 CFR §227.201 listing the information companies must provide. This form – Form C – is the form used to provide that information.

Each heading below corresponds to a section of the SEC’s regulations under 17 CFR §227.201.

EXPEDITED OFFERING

THIS OFFERING IS BEING CONDUCTED ON AN EXPEDITED BASIS DUE TO CIRCUMSTANCES RELATED TO COVID-19 AND PURSUANT TO THE SEC’S TEMPORARY REGULATORY COVID-19 RELIEF.

(A) The Company

| | |
|-----------------------|---------------------------------------|
| Name of Company | Biscuit & Counter |
| State of Organization | DE |
| Date of Formation | 07/29/2020 |
| Entity Type | Limited Liability Company |
| Street Address | 4201 Amber Ln, Palm Springs CA, 92262 |
| Website Address | www.biscuitandcounter.com |

(B) Directors and Officers of the Company

| | |
|---|--|
| Key Person | Marlo Sandler |
| Position with the Company | Title Co-Founder |
| | First Year 2020 |
| Other business experience (last three years) | <p>Civic Center Community Benefit District (<i>February 2020 - present</i>) – The Civic Center Community Benefit District improves and promotes San Francisco's historic Civic Center community through planning, policy and public programming initiatives. Marlo's serves as a Program Manager.</p> <p>Lyft (June 2019 - <i>February 2020</i>) – Marlo was the Senior Public Policy manager for the Western United States for the Lyft micro mobility team, growing urban bicycle and electric scooter share programs from Seattle to San Diego.</p> <p>Bird (<i>May 2018 - March 2019</i>) – Marlo was the Senior Manager for Government Partnerships for northern California and the Pacific Northwest, advocating for and crafting policy for electric scooter share programs.</p> |

| | |
|--|---|
| Key Person | Lance Velasquez |
| Position with the Company Title First Year | Co-Founder 2020 |
| Other business experience (last three years) | <p>Executive Chef (<i>Biscuit & Counter, May 2020 - current</i>) – Responsible for all baking, recipe development and chef duties for a new bakery/biscuit brunch business and pop-up.</p> <p>Executive Chef (<i>Rocky's Market, November 2019 - May 2020</i>) – Executive chef for all menu items developed for the opening of a new high-end urban market in Oakland, California.</p> <p>Executive Chef (<i>Metal and Match Catering, August 2018 - September 2019</i>) – Managed a catering operation as well as numerous culinary ventures through a commissary kitchen.</p> |

(C) Each Person Who Owns 20% or More of the Voting Power

| Name of Holder | % of Voting Power (Prior to Offering) |
|-----------------|---------------------------------------|
| Marlo Sandler | 50% |
| Lance Velasquez | 50% |

(D) The Company's Business and Business Plan

The Team

Marlo Sandler, Founder, Community Builder

A passionate community builder with more than two decades of experience in city planning, Marlo has held leadership positions across city government, private startups, and non-profit neighborhood organizations, all centered around a desire to engage stakeholders, support local economic development and cultivate thriving communities.

Marlo leads all public-facing operations of Biscuit & Counter and looks forward to growing Biscuit & Counter's presence in the local business community.

Lance Velasquez, Founder, Executive Chef

A seasoned and acclaimed San Francisco Bay Area chef with experience across a breadth of

different culinary traditions, Lance's vision for Biscuit & Counter is a culmination of decades cooking and creating from fine dining establishments to urban neighborhood breakfast spots, with extensive training in Georgia, Alabama and South Carolina, honing his "low country" cuisine skills.

Lance's culinary accolades include: Rising Star Chef awards by Esquire Magazine and the San Francisco Chronicle, and Ten Best New American Chefs by Food & Wine Magazine.

Lance leads all culinary and kitchen operations for Biscuit & Counter and is enjoying the opportunity to mentor and train new bakers in the art of southern biscuit making.

Our Story

Biscuit & Counter is the culmination of over 30 years of combined culinary and community experience from founding team Lance and Marlo. What began as a modest home-based biscuit baking project at the start of the pandemic has grown into a thriving small business seeking a permanent home to serve up a biscuit-centric breakfast/brunch/lunch menu in downtown Palm Springs.

- In March 2020, Chef Lance Velasquez found himself with time off at home due to the Covid lockdown, and turned his attention to his love for biscuit making
- What began as baking boxes of biscuits for friends and family in the Bay Area grew into a dream to open a biscuit shop in Palm Springs, once Lance and Marlo moved south as newly minted empty nesters
- Biscuit & Counter arrived in Palm Springs in September 2020 and quickly got to work baking out of a commercial kitchen and baking biscuits by the dozen for residents and tourists
- Within months, Biscuit & Counter was running a thriving weekend biscuit brunch pop up at the Cole Hotel, baking wholesale for numerous coffee shops and restaurants around town, and catering small events
- To date Biscuit & Counter has been completely self-funded, building a solid kitchen team and investing in baking equipment and appliances
- Biscuit & Counter's social media following has increased tenfold, with media attention from The Los Angeles Times, The Desert Times, Palm Springs Life Magazine, Eater LA and The Hollywood Reporter
- Biscuit & Counter is currently negotiating a long-term lease for a permanent home in downtown Palm Springs

Intended Use of Funds

Biscuit & Counter is currently negotiating a lease for a permanent home in a beautiful historic building in downtown Palm Springs. The space was formerly a restaurant, with all kitchen infrastructure in place, setting us up to be open serving breakfast and lunch within months.

- Investment funds will be used for operating capital, kitchen equipment and space build out
- Biscuit & Counter is building a dedicated team of bakers to scale up biscuit production volume
- The demand is real for southern-style, handcrafted biscuits in the Coachella Valley. Help us spread the biscuit love!

For more information, please refer to the Page View included with this filing.

(E) Number of Employees

The Company currently has 4 employees. The Company may hire or discharge employees in the future to meet its objectives.

(F) Risks of Investing

A crowdfunding investment involves risk. **YOU SHOULD NOT INVEST ANY FUNDS IN THIS OFFERING UNLESS YOU CAN AFFORD TO LOSE YOUR ENTIRE INVESTMENT.** In making an investment decision, investors must rely on their own examination of the issuer and the terms of the offering, including the merits and risks involved. Please review the [Educational Materials](#) for risks that are common to many of the companies on the MainVest platform.

THESE SECURITIES ARE OFFERED UNDER AN EXEMPTION FROM REGISTRATION UNDER FEDERAL LAW. THE U.S. SECURITIES AND EXCHANGE COMMISSION (THE "SEC") HAS NOT MADE AN INDEPENDENT DETERMINATION THAT THESE SECURITIES ARE EXEMPT FROM REGISTRATION. THE SEC HAS NOT PASSED UPON THE MERITS OF THE SECURITIES OR THE TERMS OF THE OFFERING, AND HAS NOT PASSED UPON THE ACCURACY OR COMPLETENESS OF THE OFFERING DOCUMENTS OR LITERATURE.

THESE SECURITIES HAVE NOT BEEN RECOMMENDED OR APPROVED BY ANY FEDERAL OR STATE SECURITIES COMMISSION OR REGULATORY AUTHORITY. FURTHERMORE, THESE AUTHORITIES HAVE NOT PASSED UPON THE ACCURACY OR ADEQUACY OF THIS DOCUMENT.

Please refer to Appendix A for additional risks to consider when investing in this offering.

(G) Target Offering Amount and Offering Deadline

| | |
|------------------------|------------------|
| Target Offering Amount | \$100,000 |
| Offering Deadline | October 15, 2021 |

If the sum of the investment commitments does not equal or exceed the Target Offering Amount as of the Offering Deadline, no securities will be sold in the offering, investment commitments will be canceled, and all committed funds will be returned. The Company may extend the Offering Deadline and shall treat such an extension as a material change to the original offer and provide Investors with notice and opportunity to reconfirm their investment in accordance with Section (K) of this Memorandum.

(H) Commitments that Exceed the Target Offering Amount

| | |
|---|---|
| Will the Company accept commitments that exceed the Target Offering Amount? | Yes |
| What is the maximum you will accept in this Offering? | \$150,000 |
| If Yes, how will the Company deal with the oversubscriptions? | We will accept subscriptions on a first-come, first-served basis. |

(I) How the Company Intends to Use the Money Raised in the Offering

The Company is reasonably sure it will use the money raised in the offering as follows:

| Use | Amount (Minimum) | Amount (Maximum) |
|-----------------------|---------------------|---------------------|
| Operating Capital | \$41,500 | \$71,000 |
| Equipment | \$35,000 | \$45,000 |
| Space Build-out | \$17,500 | \$25,000 |
| Mainvest Compensation | \$6,000 | \$9,000 |
| TOTAL | \$100,000 | \$150,000 |

The amounts listed estimates and are not intended to be exact description of the Company's expenditures. Exact allocation and use of funds may vary based upon legitimate business expenditures and economic factors.

(J) The Investment Process

To Invest

- Review this Form C and the [Campaign Page](#)
- If you decide to invest, enter an amount and press the Invest button
- Follow the instructions

TO CANCEL YOUR INVESTMENT

Send an email to info@mainvest.com no later than 48 hours before the Offering Deadline or go to the dashboard for your user account to cancel manually. In your email, include your name and the name of the Company.

Other Information on the Investment Process

- Investors may cancel an investment commitment until 48 hours prior to the Offering Deadline.
- MainVest will notify investors when and if the Target Offering Amount has been raised.
- If the Company reaches the Target Offering Amount before the Offering Deadline, it may close the offering early if it provides notice about the new Offering Deadline at least five business days before such new Offering Deadline, absent a material change that would require an extension of the offering and reconfirmation of the investment commitment.
- If an investor does not cancel an investment commitment before the 48-hour period before the Offering Deadline, the funds will be released to the Company upon closing of the offering and the investor will receive securities in exchange for his or her investment.

For additional information about the investment and cancellation process, see the [Educational Materials](#).

(K) Material Changes

In the event the issuer undergoes a material change, the Investor will be notified of such change. The investor will have five (5) business days from the receipt of such notice to reconfirm their investment. IF AN INVESTOR DOES NOT RECONFIRM HIS OR HER INVESTMENT COMMITMENT WITHIN FIVE (5) DAYS OF THE NOTICE OF MATERIAL CHANGE BEING SENT, THE INVESTOR'S

INVESTMENT COMMITMENT WILL BE CANCELLED, THE COMMITTED FUNDS WILL BE RETURNED, AND THE INVESTOR WILL NOT BE ISSUED ANY OF THE SECURITIES REFERENCED IN THIS OFFERING.

Explanation

A “material change” means a change that an average, careful investor would want to know about before making an investment decision. If a material change occurs after you make an investment commitment but before the Offering closes, then the Company will notify you and ask whether you want to invest anyway. If you do not affirmatively choose to invest, then your commitment will be cancelled, your funds will be returned to you, and you will not receive any securities.

(L) Price of the Securities

The Company is offering “securities” in the form of revenue sharing notes, which we refer to as “Notes.” The Notes are being offered at their face amount. For example, you will pay \$1,000 for a Note with a face amount of \$1,000.

(M) Terms of the Securities

Overview

The Company is offering “securities” in the form of revenue sharing notes, which we refer to as the “Notes.” The Terms of the Notes are set forth in the Revenue Share Agreement accompanying this Form C in Appendix A. Copies of the Note and Revenue Sharing Agreement are attached to this Form C.

Summary of Terms

| | |
|---|--|
| Revenue Percentage ¹ | 2.0 - 3.0% ² |
| Payment Deadline | 2028-01-01 |
| Maximum Payment Multiple ³ - Early Investors - All Other Investors | 1.6 x 1.5 x |
| Sharing Start Date | The first day after disbursement that the company has revenues greater than one (\$1) dollar |
| First Payment Date | The last day of the calendar quarter ending not less than 90 days after the Sharing Start Date |
| Seniority | Subordinated |
| Securitization | Unsecured |
| Accrual Rate | 1% |

¹ as defined in the note agreement included in Appendix A

² The rate of revenue sharing is calculated on a linear scale with a minimum rate of 2.0% and a maximum rate of 3.0% and is rounded to the nearest 1/10th percent. The final rate is based on the amount raised and is calculated after the offering has successfully closed. As the amount raised in the offering increases, the rate of revenue sharing increases. For example, a hypothetical offering could result in the following revenue sharing percentages, depending on the amount raised:

| Amount Raised | Revenue Sharing Percentage |
|---------------|----------------------------|
| \$100,000 | 2.0% |
| \$112,500 | 2.2% |
| \$125,000 | 2.5% |
| \$137,500 | 2.8% |
| \$150,000 | 3.0% |

³ To reward early participation, the investors who contribute the first \$75,000.0 raised in the offering will receive a 1.6x cap. Investors who contribute after \$75,000.0 has been raised in the offering will receive a 1.5x cap.

Your Right to Payments under the Note

Your right to payments under the Note is set forth in the Note, together with a separate document

called the Revenue Sharing Agreement. Copies of the Note and Revenue Sharing Agreement are attached to this Form C. Additionally, general terms are outlined below and in the Company's offering page.

Obligation to Contribute Capital

Once you pay for your Note, you will have no obligation to contribute more money to the Company, and you will not be personally obligated for any debts of the Company. However, under some circumstances you could be required by law to return some or all of a distribution you receive from the Company.

No Right to Transfer

You should plan to hold the Notes until maturity. The Notes will be illiquid (meaning you might not be able to sell them) for at least four reasons:

- The Revenue Sharing Agreement prohibits the sale or other transfer of Notes without the Company's consent.
- If you want to sell your Note the Company will have the first right of refusal to buy it, which could make it harder to find a buyer.
- Even if a sale were permitted, there is no ready market for Notes, as there would be for a publicly-traded stock.
- By law, for a period of one year you won't be allowed to transfer the Investor Shares except (i) to the Company itself, (ii) to an "accredited" investor, (iii) to a family or trust, or (iii) in a public offering of the Company's shares.

Security

The Notes are not secured by any assets of the Company or any assets of persons associated with the Company.

Modification of Terms of Notes

The terms of the Notes and the Revenue Sharing Agreement may be modified or amended with the consent of Investors holding 50% of the Notes, measured by the total amount outstanding under each Note.

Other Classes of Securities

| | |
|--|---|
| Name of Security | Limited Liability Company Interests |
| Number of Shares Outstanding | N/A |
| Describe Voting Rights of These Securities, Including Any Limitations on Voting Rights | N/A |
| How these securities differ from the revenue sharing notes being offered to investors | Limited Liability Company Interests are an equity interest, whereas Revenue Sharing Notes are a debt obligation of the Company. |

Dilution of Rights

The Company has the right to create additional classes of securities, both equity securities and debt securities (e.g., other classes of promissory notes). Some of these additional classes of securities could have rights that are superior to those of the Notes. For example, the Company could issue promissory notes that are secured by specific property of the Company.

The People Who Control the Company

Each of these people owns 20% or more of the total voting power of the Company:

| Name of Holder | % of Voting Power (Prior to Offering) |
|-----------------|---------------------------------------|
| Marlo Sandler | 50% |
| Lance Velasquez | 50% |

How the Exercise of Voting Rights Could Affect You

You will receive payments with respect to your Note only if the Company makes enough money to pay you, or, if the Company does not make enough money to pay you, if there is enough value in the collateral the Company pledged as security for the Notes.

The people with voting rights control the Company and make all the decisions about running its business. If they make good business decisions, it is more likely you will be paid. If they make poor business decisions, it is less likely you will be paid. For example, if they hire too many people and/or try to expand too quickly, the business could be harmed. The people with voting rights could also decide to file for bankruptcy protection, making it more difficult for you to be paid.

How the Notes are Being Valued

The Notes are being valued at their face value. We don't anticipate that we'll ever need to place a value on the Notes in the future.

(N) The Funding Portal

The Company is offering its securities through MainVest, Inc., which is a "Funding Portal" licensed by the Securities and Exchange Commission and FINRA. MainVest Inc.'s Central Index Key (CIK) number is 0001746059, their SEC File number is 007-00162, and their Central Registration Depository (CRD) number is 298384.

(O) Compensation of the Funding Portal

MainVest will be paid 6.0% of the final offering amount, upon the successful completion of the offering. MainVest does not receive compensation if the offering does not succeed. MainVest, Inc. owns no interest in the Company, directly or indirectly, and will not acquire an interest as part of the Offering, nor is there any arrangement for MainVest to acquire an interest.

(P) Indebtedness of the Company

The Company has no indebtedness outside of the debt the Company is expecting to raise through

regulation crowdfunding on MainVest.

(Q) Other Offerings of Securities within the Last Three Years

The Company has not made any offerings with other third-party regulation crowdfunding companies in the past three years.

(R) Transactions Between the Company and “Insiders”

The Company has not entered into any business transactions, including stock Purchases, salaries, property rentals, consulting arrangements, guaranties, or other agreements with any individual identified in Section 227.201 (r)(1)-(4) of Regulation Crowdfunding during the 12 months preceding this Offering.

(S) The Company’s Financial Condition

Historical milestones

Biscuit and Counter has been operating since July, 2020 and has since achieved the following milestones:

- Achieved revenue of \$13,684 in 5 months of operations.
- Had Cost of Goods Sold (COGS) of \$7595, which represented gross profit margin of 55% in 2020.

Historical financial performance is not necessarily predictive of future performance.

No other outstanding debt or equity

The capital raised through Mainvest will make up the entirety of the Biscuit and Counter’s fundraising. However, Biscuit and Counter may require additional funds from alternate sources at a later date.

Limited operating history

Biscuit and Counter was established in July, 2020. Accordingly, there are limited financial statements and information for investors to review. When evaluating this investment opportunity, investors should consider factors outlined in the risk section as well.

(T) The Company’s Financial Statements

Please see Appendix B for historical financial statements.

FINANCIAL INFORMATION NOT INDEPENDENTLY REVIEWED

THE FINANCIAL INFORMATION PROVIDED TO INVESTORS HAS NOT BE REVIEWED BY AN INDEPENDENT PUBLIC ACCOUNTANT AND IS CERTIFIED BY THE PRINCIPAL EXECUTIVE OFFICER OF THE ISSUER.

Pro Forma Income Statement

In order to illustrate its future earning potential, the Company has provided a summary of its - year financial forecast. The forecast has been developed by the Company using reasonable best efforts based on their understanding of the industry and market they wish to enter. Please refer

to Section (F) of this Offering Memorandum for a list of the risks associated with an investment in the Company and utilizing any pro forma provided by the Company for making investment decisions.

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--------------------|-------------|-------------|-------------|-------------|-------------|
| Gross Sales | \$1,201,000 | \$1,219,015 | \$1,237,300 | \$1,255,859 | \$1,274,697 |
| Cost of Goods Sold | \$276,276 | \$280,420 | \$284,626 | \$288,895 | \$293,228 |
| Gross Profit | \$924,724 | \$938,595 | \$952,674 | \$966,964 | \$981,469 |
| EXPENSES | | | | | |
| Prime Costs | \$635,632 | \$635,632 | \$635,632 | \$635,632 | \$635,632 |
| OpEx | \$125,793 | \$128,937 | \$132,160 | \$135,464 | \$138,850 |
| Operating Profit | \$163,299 | \$174,026 | \$184,882 | \$195,868 | \$206,987 |

(U) Disqualification Events

Neither The Company nor any individual identified by Section 227.503(a) of Regulation Crowdfunding is the subject of a disqualifying event as defined by Section 227.503 of Regulation Crowdfunding.

Explanation

A company is not allowed to raise money using Regulation Crowdfunding if certain designated people associated with the Company (including its directors or executive officers) committed certain prohibited acts (mainly concerned with violations of the securities laws) on or after May 16, 2016. (You can read more about these rules in the Educational Materials.) This item requires a company to disclose whether any of those designated people committed any of those prohibited acts before May 16, 2016.

(V) Updates on the Progress of the Offering

To track the investment commitments we've received in this Offering, click to see the [Progress Bar](#).

(W) Annual Reports for the Company

The Company will file a report with the Securities and Exchange Commission annually and post the report on our website no later than 120 days after the end of each fiscal year. It's possible that at some point, the Company will not be required to file any more annual reports. We will notify you if that happens.

(X) Our Compliance with Reporting Obligations

The Company has never raised money using Regulation Crowdfunding before, and therefore has never been required to file any reports.

(Y) Other Information Prospective Investors Should Know About

The Issuer may offer “Perks” as a means of showing appreciation to investors for supporting small community businesses. The offering of “Perks” by issuers is done purely on a voluntary basis and have no influence upon the terms of the Offering. As such, Investor “Perks” are not contractual conditions governed by “the Note” and are not enforceable under “the Note”.

THIS OFFERING IS BEING CONDUCTED PURSUANT TO THE SEC’S TEMPORARY REGULATORY COVID-19 RELIEF WHICH HAS LIMITED CANCELLATION RIGHTS FOR INVESTORS. THE ISSUER HAS ELECTED TO UTILIZE THE SAME CANCELLATION RIGHTS AS A NON-EXPEDITED OFFERING UNDER REGULATION CROWDFUNDING. INVESTORS MAY CANCEL THEIR INVESTMENT FOR ANY REASON UNTIL FORTY EIGHT (48) HOURS PRIOR TO THE OFFERING CLOSE DATE. IF AN INVESTOR DOES NOT CANCEL THEIR INVESTMENT PRIOR TO 48) HOURS TO THE OFFERING CLOSE DATE THEN THE INVESTOR MAY ONLY CANCEL THEIR INVESTMENT IN THE EVENT OF A MATERIAL CHANGE WHICH REQUIRES AFFIRMATIVE RECONFIRMATION OF THEIR INVESTMENT. SHOULD AN INVESTOR NOT CANCEL THEIR INVESTMENT COMMITMENT PRIOR TO 48 HOURS PRIOR TO THE OFFERING CLOSE DATE AND NO MATERIAL CHANGES OCCUR, THE INVESTOR WILL BE UNABLE TO CANCEL THEIR INVESTMENT COMMITMENT AND THE FUNDS WILL BE RELEASED TO THE ISSUER UPON THE CLOSING OF THE OFFERING AND THE INVESTOR WILL RECEIVE SECURITIES IN EXCHANGE FOR HIS OR HER INVESTMENT.

[Additional Information Included in the Form C](#)

| | Most recent fiscal year-end (tax returns) | Prior fiscal year-end (tax returns) |
|-------------------------|---|-------------------------------------|
| Total Assets | \$0 | \$0 |
| Cash & Cash Equivalents | \$0 | \$0 |
| Accounts Receivable | \$0 | \$0 |
| Short-term Debt | \$0 | \$0 |
| Long-term Debt | \$0 | \$0 |
| Revenues/Sales | \$13,684.00 | \$0 |
| Cost of Goods Sold | \$7,595.00 | \$0 |
| Taxes Paid | \$0 | \$0 |
| Net Income | \$468.00 | \$0 |

Jurisdictions in which the Company intends to offer the securities:

AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY, B5, GU, PR, VI, 1V