

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13D  
(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO  
§ 240.13d-2(a)

(Amendment No. 7)<sup>1</sup>

Innovative Food Holdings, Inc.  
(Name of Issuer)

Common Stock, \$0.0001 par value per share  
(Title of Class of Securities)

45772H202  
(CUSIP Number)

JAMES C. PAPPAS  
JCP INVESTMENT MANAGEMENT, LLC  
1177 West Loop South, Suite 1320  
Houston, TX 77027  
(713) 333-5540

STEVE WOLOSKY  
RYAN NEBEL  
OLSHAN FROME WOLOSKY LLP  
1325 Avenue of the Americas  
New York, New York 10019  
(212) 451-2300  
(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

August 22, 2019  
(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box .

*Note:* Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See § 240.13d-7 for other parties to whom copies are to be sent.

<sup>1</sup> The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the *Notes*).

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|   |  |   |
|---|--|---|
| 1   | NAME OF REPORTING PERSON<br><br>JCP Investment Partnership, LP   |   |
| 2   | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input checked="" type="checkbox"/><br>(b) <input type="checkbox"/> |   |
| 3   | SEC USE ONLY   |   |
| 4   | SOURCE OF FUNDS<br><br>WC, OO  |   |
| 5   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>          |   |
| 6   | CITIZENSHIP OR PLACE OF ORGANIZATION<br><br>TEXAS  |   |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7  | SOLE VOTING POWER<br><br>3,905,233      |
|   | 8  | SHARED VOTING POWER<br><br>- 0 -        |
|   | 9  | SOLE DISPOSITIVE POWER<br><br>3,905,233 |
|   | 10   | SHARED DISPOSITIVE POWER<br><br>- 0 -   |
| 11  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON<br><br>3,905,233  |   |
| 12  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>                           |   |
| 13  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)<br><br>11.4%  |   |
| 14  | TYPE OF REPORTING PERSON<br><br>PN   |   |

|   |  |                                     |
|---|--|-------------------------------------|
| 1   | NAME OF REPORTING PERSON<br>JCP Investment Partners, LP  |                                     |
| 2   | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input checked="" type="checkbox"/><br>(b) <input type="checkbox"/> |                                     |
| 3   | SEC USE ONLY   |                                     |
| 4   | SOURCE OF FUNDS<br>AF  |                                     |
| 5   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>          |                                     |
| 6   | CITIZENSHIP OR PLACE OF ORGANIZATION<br>TEXAS  |                                     |
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 7  | SOLE VOTING POWER<br>3,905,233      |
|   | 8  | SHARED VOTING POWER<br>- 0 -        |
|   | 9  | SOLE DISPOSITIVE POWER<br>3,905,233 |
|   | 10   | SHARED DISPOSITIVE POWER<br>- 0 -   |
| 11  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON<br>3,905,233  |                                     |
| 12  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>                           |                                     |
| 13  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)<br>11.4%  |                                     |
| 14  | TYPE OF REPORTING PERSON<br>PN   |                                     |

|   |  |   |
|---|--|---|
| 1   | NAME OF REPORTING PERSON<br><br>JCP Investment Holdings, LLC   |   |
| 2   | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input checked="" type="checkbox"/><br>(b) <input type="checkbox"/> |   |
| 3   | SEC USE ONLY   |   |
| 4   | SOURCE OF FUNDS<br><br>AF  |   |
| 5   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>          |   |
| 6   | CITIZENSHIP OR PLACE OF ORGANIZATION<br><br>TEXAS  |   |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7  | SOLE VOTING POWER<br><br>3,905,233      |
|   | 8  | SHARED VOTING POWER<br><br>- 0 -        |
|   | 9  | SOLE DISPOSITIVE POWER<br><br>3,905,233 |
|   | 10   | SHARED DISPOSITIVE POWER<br><br>- 0 -   |
| 11  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON<br><br>3,905,233  |   |
| 12  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>                           |   |
| 13  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)<br><br>11.4%  |   |
| 14  | TYPE OF REPORTING PERSON<br><br>OO   |   |

|   |  |   |
|---|--|---|
| 1   | NAME OF REPORTING PERSON<br><br>JCP Investment Management, LLC   |   |
| 2   | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input checked="" type="checkbox"/><br>(b) <input type="checkbox"/> |   |
| 3   | SEC USE ONLY   |   |
| 4   | SOURCE OF FUNDS<br><br>AF, OO  |   |
| 5   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>          |   |
| 6   | CITIZENSHIP OR PLACE OF ORGANIZATION<br><br>TEXAS  |   |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7  | SOLE VOTING POWER<br><br>3,983,933      |
|   | 8  | SHARED VOTING POWER<br><br>- 0 -        |
|   | 9  | SOLE DISPOSITIVE POWER<br><br>3,983,933 |
|   | 10   | SHARED DISPOSITIVE POWER<br><br>- 0 -   |
| 11  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON<br><br>3,983,933  |   |
| 12  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>                           |   |
| 13  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)<br><br>11.6%  |   |
| 14  | TYPE OF REPORTING PERSON<br><br>OO   |   |

|   |  |   |
|---|--|---|
| 1   | NAME OF REPORTING PERSON<br><br>James C. Pappas  |   |
| 2   | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input checked="" type="checkbox"/><br>(b) <input type="checkbox"/> |   |
| 3   | SEC USE ONLY   |   |
| 4   | SOURCE OF FUNDS<br><br>AF  |   |
| 5   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>          |   |
| 6   | CITIZENSHIP OR PLACE OF ORGANIZATION<br><br>USA  |   |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7  | SOLE VOTING POWER<br><br>3,983,933      |
|   | 8  | SHARED VOTING POWER<br><br>- 0 -        |
|   | 9  | SOLE DISPOSITIVE POWER<br><br>3,983,933 |
|   | 10   | SHARED DISPOSITIVE POWER<br><br>- 0 -   |
| 11  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON<br><br>3,983,933  |   |
| 12  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>                           |   |
| 13  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)<br><br>11.6%  |   |
| 14  | TYPE OF REPORTING PERSON<br><br>IN   |   |

|   |  |                                       |
|---|--|---------------------------------------|
| 1   | NAME OF REPORTING PERSON<br><br>Loukas D. Kozonis  |                                       |
| 2   | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input checked="" type="checkbox"/><br>(b) <input type="checkbox"/> |                                       |
| 3   | SEC USE ONLY   |                                       |
| 4   | SOURCE OF FUNDS<br><br>PF  |                                       |
| 5   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>          |                                       |
| 6   | CITIZENSHIP OR PLACE OF ORGANIZATION<br><br>USA  |                                       |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7  | SOLE VOTING POWER<br><br>5,071        |
|   | 8  | SHARED VOTING POWER<br><br>- 0 -      |
|   | 9  | SOLE DISPOSITIVE POWER<br><br>5,071   |
|   | 10   | SHARED DISPOSITIVE POWER<br><br>- 0 - |
| 11  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON<br><br>5,071  |                                       |
| 12  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>                           |                                       |
| 13  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)<br><br>Less than 1%   |                                       |
| 14  | TYPE OF REPORTING PERSON<br><br>IN   |                                       |

|   |  |                                       |
|---|--|---------------------------------------|
| 1   | NAME OF REPORTING PERSON<br><br>Mark Schmulen  |                                       |
| 2   | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input checked="" type="checkbox"/><br>(b) <input type="checkbox"/> |                                       |
| 3   | SEC USE ONLY   |                                       |
| 4   | SOURCE OF FUNDS  |                                       |
| 5   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>          |                                       |
| 6   | CITIZENSHIP OR PLACE OF ORGANIZATION<br><br>USA  |                                       |
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 7  | SOLE VOTING POWER<br><br>- 0 -        |
|   | 8  | SHARED VOTING POWER<br><br>- 0 -      |
|   | 9  | SOLE DISPOSITIVE POWER<br><br>- 0 -   |
|   | 10   | SHARED DISPOSITIVE POWER<br><br>- 0 - |
| 11  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON<br><br>- 0 -  |                                       |
| 12  | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>                           |                                       |
| 13  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)<br><br>0%   |                                       |
| 14  | TYPE OF REPORTING PERSON<br><br>IN   |                                       |



The following constitutes Amendment No. 7 to the Schedule 13D filed by the undersigned ("Amendment No. 7"). This Amendment No. 7 amends the Schedule 13D as specifically set forth herein.

Item 3. Source and Amount of Funds or Other Consideration.

Item 3 is hereby amended and restated to read as follows:

The Shares owned by JCP Partnership and held in a certain account managed by JCP Management (the "JCP Account") were purchased with working capital (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business), except as otherwise noted. Of the 3,905,233 Shares beneficially owned by JCP Partnership, 3,687,609 of such Shares have an aggregate purchase price of approximately \$2,042,937, excluding brokerage commissions, and 217,624 of such Shares were acquired in connection with an in-kind contribution as further explained in Amendment No. 1 to the Schedule 13D. The aggregate purchase price of the 78,700 Shares held in the JCP Account is approximately \$42,469, excluding brokerage commissions. The Shares purchased by Mr. Kozonis were purchased with personal funds (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business). The aggregate purchase price of the 5,071 Shares directly owned by Mr. Kozonis is approximately \$2,805, excluding brokerage commissions.

Item 5. Interest in Securities of the Issuer.

Items 5(a) – (c) are hereby amended and restated to read as follows:

The aggregate percentage of Shares reported owned by each person named herein is based upon 34,198,948 Shares outstanding as of August 9, 2019, which is the total number of Shares outstanding as reported in the Issuer's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on August 14, 2019.

A. JCP Partnership

- (a) As of the close of business on the date hereof, JCP Partnership beneficially owned 3,905,233 Shares.

Percentage: Approximately 11.4%

- (b) 1. Sole power to vote or direct vote: 3,905,233  
2. Shared power to vote or direct vote: 0  
3. Sole power to dispose or direct the disposition: 3,905,233  
4. Shared power to dispose or direct the disposition: 0

B. JCP Partners

- (a) JCP Partners, as the general partner of JCP Partnership, may be deemed the beneficial owner of the 3,905,233 Shares owned by JCP Partnership.

Percentage: Approximately 11.4%

- (b)
  - 1. Sole power to vote or direct vote: 3,905,233
  - 2. Shared power to vote or direct vote: 0
  - 3. Sole power to dispose or direct the disposition: 3,905,233
  - 4. Shared power to dispose or direct the disposition: 0

C. JCP Holdings

- (a) JCP Holdings, as the general partner of JCP Partners, may be deemed the beneficial owner of the 3,905,233 Shares owned by JCP Partnership.

Percentage: Approximately 11.4%

- (b)
  - 1. Sole power to vote or direct vote: 3,905,233
  - 2. Shared power to vote or direct vote: 0
  - 3. Sole power to dispose or direct the disposition: 3,905,233
  - 4. Shared power to dispose or direct the disposition: 0

D. JCP Management

- (a) As of the close of business on the date hereof, 78,700 Shares were held in the JCP Account. JCP Management, as the investment manager of JCP Partnership and the JCP Account, may be deemed the beneficial owner of the (i) 3,905,233 Shares owned by JCP Partnership and (ii) 78,700 Shares held in the JCP Account.

Percentage: Approximately 11.6%

- (b)
  - 1. Sole power to vote or direct vote: 3,983,933
  - 2. Shared power to vote or direct vote: 0
  - 3. Sole power to dispose or direct the disposition: 3,983,933
  - 4. Shared power to dispose or direct the disposition: 0

E. Mr. Pappas

- (a) Mr. Pappas, as the managing member of JCP Management and sole member of JCP Holdings, may be deemed the beneficial owner of the (i) 3,905,233 Shares owned by JCP Partnership and (ii) 78,700 Shares held in the JCP Account.

Percentage: Approximately 11.6%

- (b)
  - 1. Sole power to vote or direct vote: 3,983,933
  - 2. Shared power to vote or direct vote: 0
  - 3. Sole power to dispose or direct the disposition: 3,983,933
  - 4. Shared power to dispose or direct the disposition: 0

F. Mr. Kozonis

(a) As of the close of business on the date hereof, Mr. Kozonis directly beneficially owned 5,071 Shares.

Percentage: Less than 1%

- (b)
1. Sole power to vote or direct vote: 5,071
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 5,071
  4. Shared power to dispose or direct the disposition: 0

G. Mr. Schmulen

(a) As of the close of business on the date hereof, Mr. Schmulen did not beneficially own any Shares.

Percentage: 0%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 0
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 0

An aggregate of 3,989,004 Shares, constituting approximately 11.7% of the Shares outstanding, are reported in this Amendment No. 7 to the Schedule 13D.

The filing of this Schedule 13D shall not be deemed an admission that the Reporting Persons are, for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended, the beneficial owners of any securities of the Issuer he or it does not directly own. Each of the Reporting Persons specifically disclaims beneficial ownership of the securities reported herein that he or it does not directly own.

- (c) The transactions in the Shares by the Reporting Persons since the filing of Amendment No. 6 to the Schedule 13D are set forth in Schedule A and are incorporated herein by reference. Such transactions were effected in the open market.

SIGNATURES

After reasonable inquiry and to the best of his knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: August 26, 2019

JCP Investment Partnership, LP

By: JCP Investment Management, LLC  
Investment Manager

By: /s/ James C. Pappas  
Name: James C. Pappas  
Title: Managing Member

JCP Investment Partners, LP

By: JCP Investment Holdings, LLC  
General Partner

By: /s/ James C. Pappas  
Name: James C. Pappas  
Title: Sole Member

JCP Investment Holdings, LLC

By: /s/ James C. Pappas  
Name: James C. Pappas  
Title: Sole Member

JCP Investment Management, LLC

By: /s/ James C. Pappas  
Name: James C. Pappas  
Title: Managing Member

/s/ James C. Pappas  
James C. Pappas  
Individually and as attorney-in-fact for Loukas D. Kozonis and Mark Schmulen

**SCHEDULE A**Transactions in the Shares Since the Filing of Amendment No. 6 to the Schedule 13D

| <u>Shares of Common<br/>Stock Purchased</u> | <u>Price Per<br/>Share(\$)</u> | <u>Date of<br/>Purchase</u> |
|---|--------------------------------|-----------------------------|
|---|--------------------------------|-----------------------------|

**JCP INVESTMENT PARTNERSHIP, LP**

|         |        |            |
|---------|--------|------------|
| 1,908   | 0.5400 | 08/16/2019 |
| 233,386 | 0.5700 | 08/20/2019 |
| 19,853  | 0.5600 | 08/21/2019 |
| 217,055 | 0.5600 | 08/22/2019 |

**JCP INVESTMENT MANAGEMENT, LLC  
(through the JCP Account)**

|        |        |            |
|--------|--------|------------|
| 92     | 0.5400 | 08/16/2019 |
| 11,222 | 0.5700 | 08/20/2019 |
| 957    | 0.5600 | 08/21/2019 |
| 10,445 | 0.5600 | 08/22/2019 |