



MEDIA KIT

E D LANDRY HOLDINGS INC.

Building Businesses. Shaping Industries. Empowering Lives.

An Atlanta holding company to twelve operating businesses in insurance, media, nutrition, beauty, arts, entertainment, investments & philanthropy.

Atlanta, Georgia · Founded 2021 · edlandryholdings.com

MEDIA INQUIRIES

press@edlandryholdings.com · (470) 704-5644

HOW TO DESCRIBE THE COMPANY

E D Landry Holdings Inc. is a diversified, privately held holding company based in Atlanta, Georgia. Established in 2021, the firm forms and holds companies across insurance, media and publishing, specialty food, plant-based nutrition, beauty, children's media, music, faith media, investments, and philanthropy.

Rather than acquiring existing companies, the parent forms them. Each company in the portfolio was established inside E D Landry Holdings, capitalized by the parent, and launched with access to shared resources — allowing brands as different as a commercial insurance agency and a foster-care foundation to hold the same standard of execution while serving entirely different markets.

AT A GLANCE

Founded	2021, Atlanta, Georgia
Founder & CEO	Erica D. Landry
Structure	Privately held holding company
Portfolio	12 operating companies across 11 industries
Industries	Insurance · Media, PR & Publishing · Specialty Food · Plant-Based Nutrition · Beauty · Children's Media · Music · Faith Media & Podcasting · Investments · Philanthropy · Technology (in development)
Headquarters	1000 Parkwood Circle SE, Suite 900, Atlanta, GA 30339
Website	edlandryholdings.com
Media Contact	press@edlandryholdings.com · (470) 704-5644

What The Parent Company Does Not Do: *E D Landry Holdings does not provide business management, consulting, or advisory services to outside companies. Business program services are offered by Cehdwa Media, a separate portfolio company, under its own service suite and terms.*

WHY WE EXIST

WE BUILD BUSINESSES THAT MATTER — ON PURPOSE, WITHOUT APOLOGY

E D Landry Holdings exists to build, scale, and lead companies that set the standard in the industries they enter and change the lives they touch.

We do not build companies for the sake of building them. We build them because every brand under this roof carries a responsibility — to the people it serves, to the communities it touches, and to the standard of excellence that bears our name. That is not a mission statement. It is how we operate.

“We build businesses that matter — on purpose, without apology.”

ERICA D. LANDRY — FOUNDER & CEO, E D LANDRY HOLDINGS

OUR STORY

E D Landry Holdings Inc. was established in Atlanta in 2021 on a conviction that the discipline usually reserved for institutional enterprises — brand architecture, operating standards, shared infrastructure, real governance — should be available to purpose-driven businesses from the day they are formed, not bolted on years later once the cracks show.

That structure is what lets a specialty confectioner, a commercial insurance agency, and a foster-care foundation each hold the same standard of execution while serving entirely different markets.

OUR MISSION

To form and grow businesses that generate durable economic value and measurable community impact — empowering each subsidiary to operate with excellence, authenticity, and purpose.

OUR STANDARD

Every company in the portfolio is held to the same four: Integrity, Excellence, Trust, and Innovation. Markets and org charts differ. The bar does not.

THE THROUGH-LINE

WHAT CONNECTS THEM

At first glance this does not look like a portfolio. Commercial insurance and luxury confections. Organic skincare and a children's animation channel. A foster-care foundation and a faith podcast. The industries have nothing to do with one another.

The through-line is not industry. It is who each company was built for. Every company here was built for someone the standard offer leaves out.

We are not diversified across industries so much as concentrated on a kind of customer — the one a market has decided is too small, too particular, or too much trouble to serve properly. That customer is usually neither small nor particular. They have simply been counted out.

THE MODEL

HOW WE BUILD

Four steps, in order, every time. A company does not move to the next one until the previous one holds.

1 • Form	Identify a market position that is under-served rather than unserved, and establish the entity, licensing, and brand from first principles. We build rather than acquire — we own the standard from day one instead of inheriting someone else's.
2 • Capitalize	The parent funds formation and carries corporate overhead. A subsidiary launches without early-stage financing pressure and keeps its attention on its own market.
3 • Govern	Set brand standards, reporting, and shared infrastructure — legal, brand, media, financial — and hold each company to them. The parent governs. It does not run the day-to-day.
4 • Grow	Back expansion of market, product line, and geography. Camerica now places risk across five states; Southern Royalty ships nationally; Grace Verdant sells three collections on subscription.

THE PORTFOLIO

TWELVE COMPANIES. ELEVEN INDUSTRIES. ONE STANDARD.

COMPANY	INDUSTRY	FOOTPRINT	WHAT THEY DO
CAMERICA INSURANCE INC. <i>camericainsurance.com</i>	Insurance & Risk	GA · TX · MI · OH · SD	Strategic commercial insurance for the modern enterprise.
CEHDWA MEDIA <i>cehdwamedia.com</i>	Media, PR & Publishing	Atlanta · National	Integrated media, public relations, and publishing. Built to be known.
SOUTHERN ROYALTY PRALINES <i>southernroyaltypralines.com</i>	Specialty Food & Confections	Atlanta, GA	Luxury vegan pecan pralines for upscale occasions. Founded 2023.
FAST & FIT VEGAN <i>fastfitvegan.com</i>	Plant-Based Nutrition	Direct to Consumer	Clean-label vegan performance nutrition. No soy. No oats.
PEARLS & PODS FOUNDATION <i>pearlsandpods.org</i>	Philanthropy & Community	GA · TX · LA	Support for children in foster care across Georgia, Texas, and Louisiana.
GRACE VERDANT ORGANIC BEAUTY <i>graceverdant.com</i>	Beauty & Wellness	Atlanta, GA	Organic, plant-derived skincare. Three collections, online exclusive.
ABSOLUTELY INCREDIBLE KIDS <i>absolutelyincrediblekids.com</i>	Children's Media & Education	Digital	Faith-based, educational kids' video starring Cam and Colin Rain Ninja.
A DOVE ABOVE MUSIC <i>adoveabovemusic.com</i>	Music & Entertainment	Atlanta, GA	Music and entertainment. Catalog and artist development underway.
A DOVE ABOVE FOUNDATION INC. <i>adoveabovefoundation.org</i>	Philanthropy & Community	Atlanta, GA	Support for single-parent families experiencing homelessness.
PODS OF PEARLS PODCAST <i>cehdwamedia.com/pods-and-pearls-podcast</i>	Faith Media & Podcasting	Apple · Spotify · YouTube	Christian faith-based podcast. Morals and wit.
E D LANDRY INVESTMENTS INC. <i>edlandryholdings.com/investments</i>	Investments & Corp. Development	Atlanta, GA	Corporate development and capitalization arm of the group.
KINGDOM ORDER ALIGNMENT <i>kingdomorder.cehdwamedia.com</i>	Faith-Based Formation	Online Course	A course bringing Health, Wealth, Relationships, Career, and Purpose into order through the PAR Method.

BRAND ASSETS

PORTFOLIO BRAND MARKS

Logos, portfolio brand marks, executive photography, and fact sheets are available to accredited media on request at press@edlandryholdings.com.



Camerica Insurance



Cehdwa Media



Southern Royalty Pralines



Fast & Fit Vegan



Pearls & Pods Foundation



Absolutely Incredible Kids



A Dove Above Music



A Dove Above Foundation



Pods of Pearls Podcast



E D Landry Investments



FOUNDER & CHIEF EXECUTIVE OFFICER

ERICA D. LANDRY

Erica D. Landry is the founder and Chief Executive Officer of E D Landry Holdings Inc., a diversified holding company she established in 2021 and has since grown into a multi-company portfolio spanning insurance, media and publishing, specialty food, plant-based nutrition, beauty, children's programming, music, faith media, investments, and philanthropy.

With a passion for purpose-driven entrepreneurship, she has built a growing portfolio of businesses whose common thread is not industry but standard — each brand formed inside the firm, capitalized by the parent, and held to the same measure of execution. Her leadership is defined by creativity, strategic insight, and a deep commitment to economic and community impact.

Driven by faith, innovation, and a desire to uplift others, she continues to expand the company's reach while empowering each subsidiary to operate with excellence, authenticity, and purpose.

OPERATING LEADERSHIP

Beyond her role at the holding company, Ms. Landry serves as Principal Agent of Camerica Insurance Inc., the group's commercial insurance operation licensed across Georgia, Texas, Michigan, Ohio, and South Dakota with access to nearly fifty carriers. She sets brand direction across every subsidiary in the portfolio.

AREAS OF FOCUS

Portfolio formation — establishing entities, licensing, and brand architecture from first principles · Commercial risk and insurance distribution · Media, publishing, and brand communications strategy · Consumer brand development in specialty food, nutrition, and beauty · Philanthropic programming for foster youth and community support

PUBLISHED WORK

Interrupted By God: From Inherited Faith To Living Faith — Erica's book on the difference between a faith received and a faith chosen. Available now at Barnes & Noble.

FOUNDER QUOTES

“This is bigger than any one brand. I built E D Landry Holdings to prove a principle: that legacy is not left to chance — it is built on purpose, decision by decision. My aim is not only to grow a portfolio of global presence, but to grow a portfolio of builders, founders, and leaders that do the same — to create something worth inheriting.”

ERICA D. LANDRY, FOUNDER & CEO

“Every brand under this name carries a responsibility — to maintain the standard of excellence to carry our name. Integrity, Excellence, Trust, & Innovation. That is how we operate.”

ERICA D. LANDRY, FOUNDER & CEO

“I live on purpose. Faith, integrity, trust, innovation, and excellence aren't values on a wall — they're the standard every company under this name is built to.”

ERICA D. LANDRY, FOUNDER & CEO

HOW WE OPERATE

THE FOUR PILLARS

I • Integrity

We do what we say, especially when no one is watching. It is the one standard that cannot be delegated to anybody else.

II • Excellence

Good enough is not in our vocabulary. We hold every product, partnership, and detail to a standard worthy of our name.

III • Trust

Trust is the only currency that compounds faster than capital. It is why the name on the door is the asset we protect first.

IV • Innovation

We build for where the market is going, not where it has been — challenging convention in every industry we enter.

PHILANTHROPY

TWO FOUNDATIONS, HELD LIKE ANY OTHER COMPANY

Two of the portfolio's companies are charitable foundations, capitalized and governed with the same discipline as the commercial businesses rather than run as corporate giving programs.

A Dove Above Foundation Inc.	Helps homeless single parents and their kids move speedily toward self-sustaining, stable lives by providing the resources they need most.
Pearls & Pods Foundation	Serves children in the foster care systems of Georgia, Texas, and Louisiana, providing celebratory gifting and resources that make childhood as it should be.

MEDIA & SPEAKING

PRESS RESOURCES

Media Inquiries	press@edlandryholdings.com · (470) 704-5644
Speaking Topics	Building a multi-industry portfolio; purpose-driven entrepreneurship; commercial risk for emerging enterprises; brand architecture across a holding company
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