



Firm Overview

LaSalle Capital is a leading private equity firm with extensive experience in the lower middle market. We currently manage two funds totaling over \$345 million in capital. We have a proven track record of partnering with management teams to increase value in our companies through a strategic operating focus to improve profitability while driving growth organically and through acquisitions.



Investment Criteria

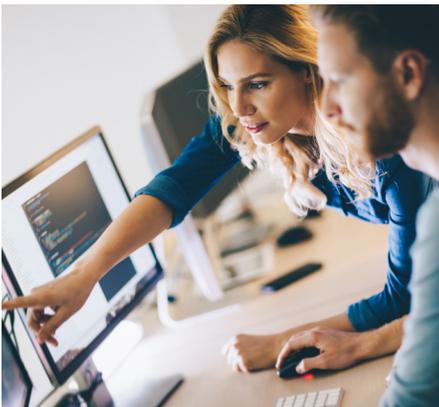
- Strong, defensible market position
- Potential for long-term growth
- Stable and predictable cash flow
- Talented management with a personal investment in the business
- Diversified customer base
- Revenues of \$20 to \$100 million
- EBITDA over \$3 million

Food and Beverage

- Natural, 'better for you' product orientation
- Private label or niche brands
- Retail and/or foodservice focus
- Clean ingredient deck, artisan quality
- Bakery, protein, packaged goods, snacks, ingredients and flavorings

Business Services

- BPaaS / tech-enabled BPO
- Payments / fintech
- Revenue cycle management
- Data / content management services
- Testing and inspection services
- Facilities services



Representative Food and Beverage Investments



Fresh Origins
Acquired April 2018

A leading grower of microgreens and edible flowers, primarily serving foodservice markets.



H. Fox & Co.
Acquired August 2016

A manufacturer of chocolate and flavored syrups sold to retail and foodservice markets.



Gold Pure Foods
Acquired July 2015

A manufacturer of all-natural condiments and sauces, sold primarily at retail.



Westminster Foods
Formed July 2015

A manufacturer of premium, all-natural oyster crackers and other baked goods.



Dr. Lucy's
Acquired July 2011

A manufacturer of premium, gluten-free cookies, distributed nationally.



Delorio Foods
Acquired January 2007

A manufacturer of premium frozen dough and other bakery products.



Advanced H2O
Acquired June 2005 (2007 exit)

A manufacturer of private label bottled water, flavored water and iced tea.



Violet Packing
Acquired Oct. 2004 (2010 exit)

A manufacturer of branded tomato-based products sold to foodservice and retail markets.



Pudliszki
Acquired Dec. 1994 (1997 exit)

A branded ketchup and tomato sauces manufacturer sold primarily at retail.

Representative Business Services Investments



National Gift Card
Acquired July 2018

A leading provider of prepaid payments and secure gift card fulfillment solutions.



BROWN & JOSEPH

Brown & Joseph
Acquired March 2018

A leading provider of commercial accounts receivable management solutions.



Gen3 Marketing
Acquired Dec. 2017

A digital marketing agency that optimizes product positioning on third party websites.



Processing.com
Acquired June 2016

A supplier of e-commerce merchant payment processing solutions and services.



Avtex Solutions
Acquired June 2014 (2018 exit)

A provider of integrated customer experience technology solutions.



MetaSource
Acquired Nov. 2013

A provider of technology-enabled BPO services and content management solutions.



Eclipse Advantage
Acquired June 2012

A specialized warehouse labor management company focused on the foodservice and retail end markets.



United American Security
Acquired April 2010 (2018 exit)

A security guard services business focused on serving a wide variety of end-markets.



RECEIVABLES
MANAGEMENT
PARTNERS

Receivables Management Partners
Acquired May 2007 (2012 exit)

A revenue cycle management company focused on the healthcare industry.