



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

Significant potential for long-term growth

Stable and predictable cash flow

Talented management team 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

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|  | Acquired August 2016 foxsyrops.com | H. Fox & Co. is a manufacturer of chocolate and flavored syrups sold through retail and foodservice channels under the Fox's and Fox's U-bet brand names. Fox operates as a subsidiary of Westminster Foods. |
|  | Acquired July 2015 goldshorseradish.com | Gold Pure Foods manufactures all-natural horseradish products, mustards, cocktail sauces, and other condiments and sauces, sold primarily at retail under the Gold's and Nathan's brand names. Gold Pure Foods operates as a subsidiary of Westminster Foods. |
|  | Acquired July 2011 2015 exit westminstercrackers.com | Dr. Lucy's manufactures premium quality, gluten-free cookies. The Company's products are distributed nationally to independent, natural food, mass market, and club warehouse stores. Dr. Lucy's operates as a subsidiary of Westminster Foods. |
|  | Acquired November 2009 2015 exit westminstercrackers.com | Westminster Cracker Company manufactures premium, all-natural oyster crackers and other baked goods. The Company's products are served in restaurants and other foodservice establishments and at retail. Westminster acquired Gold's and Dr. Lucy's to form Westminster Foods, a leading private label cracker, cookie and sauce manufacturer. |
|  | Acquired January 2007 deiorios.com | Delorio Foods manufactures premium frozen dough and other bakery products primarily for foodservice applications. The Company sells both custom formulation private label products and its own long-established foodservice brand. |
|  | Acquired June 2005 2007 exit | Advanced H2O is a manufacturer of private label bottled water, flavored water, and iced tea. The Company was sold to HM Capital in 2007. |
|  | Acquired October 2004 2010 exit donpepino.com | Violet Packing manufactures branded tomato-based products sold to foodservice and retail markets. The Company was sold to B&G Foods in 2010. |
|  | Acquired December 1994 1997 exit | Pudliszki manufactures branded ketchup and tomato sauces sold primarily at retail. The Company was sold to H. J. Heinz & Co. in 1997. |

Representative Business Services Investments

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|  | Acquired December 2017 gen3marketing.com | Gen3 is a leading digital marketing agency that provides affiliate marketing services to customers by optimizing advertisers' positioning of their products and services on third party websites as well as other digital marketing services, including pay-per-click, search engine optimization, social media and other digital marketing companies. |
|  | Acquired June 2016 processing.com | Processing.com is a leading payment services provider focused on supplying e-commerce merchants payment processing solutions and services that allow for the acceptance of online payments in multiple currencies around the globe. |
|  | Acquired June 2014 avtex.com | Avtex provides integrated customer experience technology solutions, including solutions around contact center, portal, collaboration, CRM, custom application, and unified communications with a focus on improving customer interactions. |
|  | Acquired November 2013 metasource.com | MetaSource is a leading provider of technology-enabled business process outsourcing (BPO) services and content management solutions with a focus on the financial services industry. |
|  | Acquired June 2012 eclipseadvantage.com | Eclipse Advantage is a leading specialty warehouse labor management company. The Company serves distribution centers in the foodservice and grocery industries. |
|  | Acquired April 2010 unitedamericansecurity.com | United American Security is a leading security guard services business focused on serving a wide variety of end-markets, including manufacturing, distribution, and commercial office customers. |
|  | Acquired November 2007 2012 exit chasedesign.net | ChaseDesign provides shopper insight consulting and industrial, package, and retail design services to leading consumer goods companies and major retailers in North America and Europe. Chase was sold to IPG in 2012. |
|  | Acquired May 2007 2012 exit receivablesmp.com | Receivables Management Partners is a revenue cycle management company focused on the healthcare industry. RMP was sold to Thompson Street Partners in 2012. |