

LASALLE

CAPITAL GROUP

INVESTING WITH AN OPERATING PERSPECTIVE

Chicago, IL – LaSalle Capital Group, L.P. (“LaSalle”) is pleased to announce that its portfolio company Violet Packing, LLC (“Violet”) has completed the sale of its tomato products division, including all of the assets of its Williamstown, NJ tomato processing facility, to B&G Foods, Inc. (NYSE: BGS).

Violet retains its dough and baked goods division based in Utica, New York and will operate under the name DeIorio Foods.

Rob Ragusa, CEO of Violet, commented “With its history of growing premium-quality food brands in both retail and foodservice, we feel that B&G will be an excellent owner for Violet’s tomato business, including the Don Pepino and Sclafani brands.”

Mr. Ragusa continued “We have a number of significant growth opportunities underway at DeIorio and are excited about expanding our premium dough, baked goods and gluten free platforms.”

If you have questions regarding this transaction or would like to discuss other opportunities in the food industry, please contact either Brian Carey or Jeff Walters at LaSalle Capital Group.

November 2010



- Over \$250 million under management
- Management buyouts and recapitalizations
- Extensive experience in the lower middle-market
- Focus on investments in food & beverage, outsourced business services and value-added assembly/distribution industries

LaSalle Capital Group

Three First National Plaza, Suite 5710
Chicago, Illinois 60602
Phone: 312-236-7041
www.lasallecapitalgroup.com
contact@lasallecapitalgroup.com