



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

	Formed July 2015 westminstercrackers.com	Westminster Cracker Company, a manufacturer of premium, all-natural oyster crackers and other baked goods, acquired Gold's, Fox's and Dr. Lucy's to form Westminster Foods, a leading private label cracker, cookie and sauce manufacturer. The Company's products are served in restaurants and other foodservice establishments and at retail.
	Acquired August 2016 foxsyrops.com (subsidiary of Westminster Foods)	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 (subsidiary of Westminster Foods)	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 westminstercrackers.com (subsidiary of Westminster Foods)	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 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. Violet was sold to B&G Foods in 2010.
	Acquired December 1994 1997 exit	Pudliszki manufactures branded ketchup and tomato sauces sold primarily at retail. Pudliszki was sold to H. J. Heinz & Co. in 1997.

Representative Business Services Investments

	Acquired March 2018 brownandjoseph.com	Brown and Joseph is a leading provider of commercial accounts receivable management solutions, with a focus on the insurance industry. The Company principally specializes in B2B third-party collection services, but also provides first-party collection services and insurance premium audits.
	Acquired December 2017 gen3marketing.com	Gen3 is a digital marketing agency that provides affiliate marketing services to customers by optimizing advertisers' positioning of their products and services on third party websites. Additional digital marketing services include pay-per-click, search engine optimization and social media campaigns.
	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 2018 exit 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. Avtex was sold to Norwest Equity Partners in 2018.
	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 2018 exit 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. UAS was sold to Garda World Security Corporation in 2018.
	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.