



## 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



Joseph's Gourmet Pasta  
Acquired October 2019  
A manufacturer of premium frozen pasta products sold through foodservice and retail.



Fresh Origins  
Acquired April 2018  
A leading grower of microgreens and edible flowers, primarily serving 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 (2019 exit)  
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



Oakpoint  
Acquired September 2019  
A Dental Support Organization provider of non-clinical support services.



Professional Recovery Consultants  
Acquired August 2019  
A revenue cycle management company focused on the healthcare industry.



National Gift Card  
Acquired July 2018  
A leading provider of prepaid payments and secure gift card fulfillment solutions.



Gen3 Marketing  
Acquired Dec. 2017  
A digital marketing agency that optimizes product positioning on third party websites.



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.



Brown & Joseph  
Acquired March 2018 (2019 exit)  
A leading provider of commercial accounts receivable management solutions.



Avtex Solutions  
Acquired June 2014 (2018 exit)  
A provider of integrated customer experience technology solutions.



United American Security  
Acquired April 2010 (2018 exit)  
A security guard services business focused on serving a wide variety of end-markets.