

# LaSalle Brands



## Company Description

The LaSalle Brands dream was born in 1972 with the goal to bring the consumer a super premium all natural ice cream at an affordable price and pledge to create a delicious dairy desert using only the finest ingredients available. LaSalle Ice cream is traditionally sold in pint size containers and is distributed to markets in the five boroughs of New York. LaSalle is the third largest pint brand ice cream in New York City, and outsells many national premium brands in LaSalle's immediate markets.

In 2005 LaSalle Brands Inc. opened its Premiere Retail location on Third Avenue in New York City offering a variety of distinctive ice cream flavors, gelato, and exceptional fruit sorbets. In addition to ice cream, gelato, and sorbets, LaSalle Brands Inc. also includes fine imported cookies and its own LaSalle brand coffee. LaSalle Brands Corporation intends to use this successful business model as a benchmark for a national chain. The Company has already leveraged some of the best franchising personnel in the business, and are preparing the ground work needed for a very aggressive franchising campaign.

## Key Points

- LaSalle is the third largest pint brand ice cream in New York City, and outsells many national premium brands in immediate markets.
- In 2005 LaSalle opened its Premiere Retail location on Third Avenue in New York City and has since expanded with a second location in Uptown, Manhattan.
- LaSalle Pittsburgh Corp.(formerly Reinhold Ice Cream), a LaSalle Brands sister company, operates an ice cream plant in Pittsburgh, PA currently generating sales of \$10.0 million on production of 3 million gallons of ice cream with capacity of 8.5 million gallons per year.
- LaSalle has plans on expanding its product line to include ice cream bars and novelty ice cream products. The company also plans to increase its distribution network coast to coast targeting the freezers of grocery stores and convenience stores alike.

**Industry:** Ice Cream Manufacturing & Distribution

**Symbol:** **LSAL.PK**

**Market Capitalization:** \$ 7.5 M

**Shares Outstanding:** 30 M

**Float:** 2 M

## Products

### Ice Cream



### Coffee



### Gelato

### Cookies



## *The Industry*

- The ice cream market in the United States alone was a \$9 billion market in 2006 according to Datamonitor.
- The U.S. enjoys an average of 48 pints of ice cream per person, per year – more than any other country according to IceCream.com.
- In 2011, the global market is forecast to have a value of \$48.1 billion, an increase of 14.7% since 2006 according to the researchmarkets.com.
- The Global ice cream market grew by 2.7% in 2006 to reach a value of \$41.9 billion according to the researchmarkets.com.

## *Recent Events*

- November 27, 2007 – LaSalle Brands Corporation announces they have entered into a Funding Agreement with Grammar Capital LLP. As per the agreement Grammar Capital will assist the Company in raising approximately \$50,000,000 through a combination of equity and debt financing. The funds will be used to complete planned acquisitions with various Ice Cream distribution companies. LaSalle has already entered into a Purchase Agreement with LaSalle Brands, Inc. and has LOI's with other related companies.
- January 24, 2008 – LaSalle Brands Corporation acquires the exclusive licensing rights of LaSalle Brands Ice Cream from trademark owners Medhat Mohamed and LaSalle Brands Inc. Pursuant to the terms in the Purchase Agreement between the parties executed on January 17, 2008, LaSalle Brands Corporation has acquired the licensing rights for a total purchase price of \$1,000,000.
- February 12, 2008 – LaSalle Brands Corporation completes its acquisition of LaSalle Ice Cream. The Purchase Agreement between the Company and LaSalle Brands, Inc. is executed on January 31, 2008.
- April 1, 2008 – LaSalle Brands Corporation enters into a public relations contract with New York City based media group 144Media. LaSalle has issued 144Media \$2,000,000 of its restricted common stock, at \$.75 per share, towards an advertising campaign for LaSalle Brands, Inc. LaSalle estimates that the \$2,000,000 will cover the first year of an ongoing advertising and marketing campaign to increase consumer awareness of the LaSalle Brand name as it relates to its products. The Company currently distributes its premium ice cream products to supermarkets and convenience stores in New York City. Initially the media will focus on further promotion of LaSalle's existing markets, and then expand in to new markets in the surrounding areas. The campaign will continue with the promotion of LaSalle's successful retail stores as franchising is about to begin.

### *Investor Relations*

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