



LASCO

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VISION To revolutionize the wine experience!

MISSION To provide exceptional experiences & opportunities for our customers & team

CORE VALUES Being the Best | Always Improving | Maintaining Trust

PURPOSE Happiness

Recognized by Texas Association of Business/Texas Monthly as one of the 100 Best Companies to Work for in Texas 2011, 2012 and 2014.

Awarded Houston Business Journal's 2009 and 2012 Enterprise Champion for growth, industry leadership, contributions to employees, the community and the industry in general.

Recognized in 2009, 2010, 2011, 2012 and 2013 by the Houston Business Journal as one of the fastest growing private companies in Houston.

Listed on the Inc. Magazine list of 500|5000 fastest growing private companies in the U.S. in 2010, 2011, 2012 and 2013. Ranked #14 in the U.S. Food and Beverage category in 2010.

Acknowledged as one of The Best and Brightest Companies to Work ForTM in 2012 and 2013 by the National Association for Business Resources.

Listed as one of Houston's Top Workplaces by the Houston Chronicle in 2012 and 2013.

Named as one of the Best Places to Work in San Antonio by the San Antonio Business Journal in 2011 and 2013, and San Antonio Current in 2012.

Recognized as one of the Best Places to Work in Houston by the Houston Business Journal in 2011 and 2013.



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The Tasting Room
WINE CAFESM

"A comfortable place to get serious about wine." www.TASTINGROOMWINES.com

Founded in 2003, the Tasting Room Wine Cafés are wine restaurants, retail wine shops, and gourmet brunch, lunch & dinner destinations. With four locations in Houston, each features 150+ fine wines from around the world and delicious gourmet foods to pair with them. Guests come to TTR for the expansive wine selections by the glass, bottle and to-go, gourmet pizzas, soups and salads, relaxing patios, the casually elegant atmosphere and private event spaces, and the superior service from knowledgeable, highly-trained staff.



"Fried chicken and Champagne? ... Why the hell not?!" www.MAXSWINEDIVE.com

Since its Houston opening in 2006, MAX's Wine Dive has expanded to Austin, San Antonio, Dallas and Fort Worth with more expansion on the way. MAX's features incredible "gourmet comfort food" paired with spectacular wines from around the world, and in 2013 was named one of the "50 Breakout Brands" in the U.S. by Nation's Restaurant News. Inspired by dive bars we love, MAX's provides a unique "wine dive" atmosphere where you can try hand-picked wines, indulge in comfort food delights, and enjoy your favorite tunes on the jukebox in a relaxed, unpretentious atmosphere.



"One of San Antonio's prime destinations for food, wine and entertainment." www.BOILERHOUSEESA.com

Located between the historic Pearl Brewery brewhouse and the Culinary Institute of America building, Boiler House Texas Grill & Wine Garden opened in late 2012 and occupies a 115+ year old free-standing structure which housed the boilers that powered the brewery. Boiler House features 6,000 square feet of restaurant space and an expansive outdoor patio. Most of the original architectural elements remain and the original boilers are incorporated into the bar and kitchen areas. In 2013, Boiler House was named Best Adaptive Use - Commercial Project by Downtown's BEST Awards in San Antonio as well as one of the "Best New Restaurants" in San Antonio by SA Current. The cuisine is based on Texas ranch-style grilling of wild game, seafood and the freshest local ingredients available. The menu items are paired with a wide variety of wines from around the world - all competitively priced and all available by the glass, bottle and to-go.



"Flow" is a state of mind. Being 'in the flow' is to be fully immersed, focused, and happy." www.FLOWJUICEBAR.com

Flow Juice Bar provides fresh-made juices and smoothies from the finest, locally-grown produce, along with a menu of 100% vegan and gluten-free healthy foods to-go. This juice bar concept leads the industry with its combination of ultra-nourishing drinks and food, a holistically stimulating atmosphere, and innovative customer service and engagement. Flow Juice Bar serves its community by educating and enlightening friends, family and neighbors about clean living, nutrition, inner peace, environmental responsibility and ultimately focuses on well-being and happiness.



"Don't just throw a party, throw an event to remember."

With various private and semi-private event spaces to choose from, the Events & Catering Department can assist in planning a variety of events from the perfect happy hour to the corporate lunch meeting, or a memorable wine pairing dinner. Accommodations are available for groups of six to 600+ and the team can also cater off-site events at the office, home, or other venues.



"An online community built for and by those who enjoy life...and wine." www.THEBLACKDOOR.com

The Black Door is an online community of wine lovers. Enthusiasts join the community (for FREE) to learn about various wine events in their area and educate themselves through The Black Door's extensive wine content including videos and reviews by winemakers from around the world. Members may also post comments and personal reviews directly to the site as well as connect with other wine and food enthusiasts in a safe, social online environment.



The Tasting Room at CITYCENTRE voted Diner's Choice Winner for Outdoor Dining on OpenTable, 2012 & 2013



Boiler House Texas Grill & Wine Garden named "Best Newcomer" in San Antonio's Magazine's "Best Restaurant" Issue, 2013



"Red Wine Poached Pears" by Chef Stefon Rishel of MAX's Wine Dive Fort Worth featured in 360 West Magazine, 2013



Food Network "Crave" filming "Best Fried Chicken" feature at MAX's Wine Dive Houston, 2011

AWARDS & RECOGNITION

NATION'S RESTAURANT NEWS

Hot Concept Award Winner, 2013 – MAX's Wine Dive

Named one of the "50 Breakout Brands" in the U.S., 2013 – MAX's Wine Dive

USA TODAY

Top 10 Great Places for Stellar Wine Lists, 2013 - MAX's Wine Dive San Antonio

FORT WORTH WEEKLY

Best Wine Bar, 2013 - MAX's Wine Dive

SAN ANTONIO MAGAZINE

"Best Newcomer" in the "Best Restaurant" Issue, 2013 – Boiler House Texas Grill & Wine Garden

Top 10 Steaks in San Antonio, 2013 - Tomahawk Rib-Eye at Boiler House Texas Grill & Wine Garden

Editors' Choice "Best Wine List," 2014 - Boiler House Texas Grill & Wine Garden

Readers' Choice "Best Wine List" and "Best Wine Bar," 2014 - MAX's Wine Dive

WINE ENTHUSIAST MAGAZINE

Nation's Second Best Wine Brunch, 2013 - MAX's Wine Dive, Washington

One of the "Hot 10 Wine Bars" in the U.S., 2009 - MAX's Wine Dive

EATER AUSTIN

Listed as one of "Austin's Best Brunches Ever," 2014 - MAX's Wine Dive

HOUSTON A-LIST

Voted "Best Wine Shop," 2013 - The Tasting Room Wine Café

Winner of "Best New American," 2013 – MAX's Wine Dive, Washington

KENS 5 SAN ANTONIO

"Best Wine Bar" in San Antonio, 2013 – MAX's Wine Dive

CHEERS MAGAZINE

Recipient of Cheers Magazine's "Best Wine Program" Benchmark Award, 2012 – MAX's Wine Dive

ZAGAT

Top 6 Innovative Female Chefs in Austin, 2013 - Chef Erica Beneke, MAX's Wine Dive Austin

Nation's Top 30 Grilled Cheese Sandwiches, 2013 - MAX's Wine Dive Houston, Washington

One of the "Must-Try Breakfast Sandwiches" for the Fried Egg Sandwich and "7 Must-Try Grilled Cheese Sandwiches" in Houston, 2013 - MAX's Wine Dive Houston, Washington

TRAVEL + LEISURE MAGAZINE

America's "Best Wine Bars," 2012 – MAX's Wine Dive

America's "Best Fried Chicken," 2010 – MAX's Wine Dive

OPENTABLE, DINERS' CHOICE

Top 100 Brunch Restaurants in the U.S., 2013 – MAX's Wine Dive Houston, Washington

Outdoor Dining, 2012 & 2013 – The Tasting Room at CITYCENTRE and Kingwood

Top 100 Wine Lists in the U.S., 2012 & 2013 – MAX's Wine Dive San Antonio

Top 100 Wine Lists in the U.S., 2012 - MAX's Wine Dive Austin and The Tasting Room at CITYCENTRE

Great for Brunch, 2012 – MAX's Wine Dive Houston, Washington



MAX's named one of the "Best Places to Work" by the San Antonio Business Journal & SA Current, 2011



MAX's Wine Dive Austin chosen to be CNN "Grill" headquarters during SXSW 2011 and 2012



Chef Eric Beneke of MAX's Wine Dive Austin becomes Chopped Champion on the Food Network, 2013



MAX's & TTR chosen by "the people" to serve food at the Final Four Big Concert Series in Houston, 2011

AWARDS & RECOGNITION

SOUTHERN LIVING MAGAZINE

Featured in "The South's Best Fried Chicken," 2013 - MAX's Wine Dive

HOUSTONIA MAGAZINE

Named as one of the "50 Best Restaurants," 2013 - MAX's Wine Dive, Washington

FOOD NETWORK

Winner on "Chopped," 2013 - Chef Erica Beneke, MAX's Wine Dive Austin

Featured on "Best Fried Chicken" episode of "Crave," 2011 - MAX's Wine Dive, Washington

HOUSTON MODERN LUXURY

Named one of the best late night dining spots in the city, 2014

- MAX's Wine Dive, Washington

SAN ANTONIO CURRENT

Best Wine Bar, Best Late Night Eats, Best Brunch, Best Waiter (Eric Dorsa),

Best Places to Nurse a Hangover and Best Jukebox, 2012- MAX's Wine Dive

Named "Best Places to Work," 2011 - MAX's Wine Dive

LIVING MAGAZINE

Best of North Dallas "Reader's Choice - Wine Bar," 2013 - MAX's Wine Dive

CULTUREMAP DALLAS

Best Wine Bar for Non-Wine Drinkers, 2013 - MAX's Wine Dive

HOUSTON PRESS

Best Restaurant Facebook Page, 2013 - MAX's Wine Dive

"Best of 2012" - Best Wings, MAX's Wine Dive, Washington

Houston's Top 10 Hot Dogs, 2012 - MAX's Wine Dive, Washington

BETTER HOMES & GARDENS MAGAZINE

Noted for outstanding Fried Chicken in "Celebrate America" special feature, 2013 - MAX's Wine Dive

BON APPETIT MAGAZINE

Featured Pistachio Pound Cake as "Staff Pick Dessert," 2012 - The Tasting Room at CITYCENTRE

"Hot 10 Wine Bars" in the U.S., 2008 - MAX's Wine Dive

NYTIMES - TRAVEL SECTION

"Houston Favorite," 2010 - MAX's Wine Dive, Washington

TEXAS MONTHLY

50 Best Burgers in Texas, 2012 - MAX's Wine Dive

TRIP ADVISOR

Awarded a 2013 Certificate of Excellence - MAX's Wine Dive

MEN'S HEALTH MAGAZINE

"Best Bar to Mix Wine and (Grilled) Cheese," 2011 - MAX's Wine Dive

CNN

Chosen by CNN as "Grill" headquarters during SXSW 2011 and 2012 - MAX's Wine Dive Austin

COOKING CHANNEL

Featured on "Unique Eats," 2011 - MAX's Wine Dive

HE SAID...SHE SAID... We LOVE what people are saying!

"...top-notch food from Chef Erica Beneke. Don't miss their house-made jalapeño and buttermilk-marinated chicken, deep-fried slow and low, served with mashed potatoes, collard greens, and Texas toast." *Fox News* on MAX's Wine Dive Austin

"MAX's fried chicken may very well be the best I've eaten, but I'm also smitten with the MAX 'n Cheese."
The Daily Meal, Houston Food and Travel Writer - Leah Walker

"MAX's Wine Dive... where buttermilk-soaked, jalapeño-infused fried chicken hits the spot with a glass of bubbles." *Southern Living*

"...there's nothing shabby about it but casual it is, and the wine list is as approachable as they come." *Imbibe Magazine* on MAX's Wine Dive

"MAX's Wine Dive is a driving force behind the 'classy comfort food' movement in Texas. The fried-chicken-liver poor boy is brilliant, and if you want to know what kind of wine to pair with a 'haute' dog - a beef frankfurter slathered with chili and topped with cotija cheese - this is the place that will help you figure it out." re:Named one of the "50 Best Restaurants" in Houston
Houstonia Magazine

"One of the most anticipated openings of the season." *Wall Street Journal* on MAX's Wine Dive

"The food was excellent, but more importantly it seemed perfectly calibrated to complement the wine The Tasting Room puts front and center." *CultureMap*, Houston Food Editor - Sarah Rufca

"For an extremely casual gastrodive, MAX's marries the high brow (a serious wine bar) with the low brow (a pleasing pub menu)."
New York Post

"Yes, MAX's Wine Dive is the kind of joint where ordering a glass of bubbles with fried chicken is par for the course."
Travel + Leisure, America's Best Fried Chicken

"The ensuing food orgy will be something you remember for the rest of your life..." re:Ranked #16 burger in all of Texas
Texas Monthly, Review of MAX's Wine Dive burger

"You made The Tasting Room a MUST when visiting Houston." Fernando Martin del Campo, Director of Procurement - Latin America, Kellogg Company

"It's the kind of epic burger that leaves a pool of meat juices on the plate, and that warrants a celebratory glass of red wine to go along."
Houston Chronicle, Food Editor - Allison Cook, Review of MAX's Wine Dive burger

"...there it is - a serious vine-minded inventory set in an attractive, casual space boasting an inviting patio hugging Lake Houston. Imagine an evening sunset with the water shimmering - a glass of chilled Sauvignon Blanc in one hand and a cracker with a French triple cream brie in the other. Some would say that's as good as it gets." *Houston Chronicle*, Food Editor - Greg Morago, Review of The Tasting Room-Kings Harbor





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KEY PLAYERS & MANAGEMENT TEAM



JERRY LASCO, Founder, President, CEO
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Jerry Lasco is the Founder, President and CEO of Lasco Enterprises, LLC, the parent company of The Tasting Room Wine Café, MAX's Wine Dive, Boiler House Texas Grill & Wine Garden, The Black Door, and Flow Juice Bar. Jerry began his entrepreneurial career in 2003 when he opened The Tasting Room at Uptown Park, Houston's first wine bar to also sell retail wine. After garnering a loyal following in the Galleria neighborhood, Jerry developed a second concept called MAX's Wine Dive – a unique wine-focused concept combining chef-driven comfort food with wines from around the world. The first MAX's Wine Dive opened in 2006 and quickly became one of the most highly-acclaimed establishments in Houston. Jerry then opened a MAX's Wine Dive in Austin in 2009, San Antonio in 2010, Dallas in 2012, Fort Worth in 2013, and most recently, a second location in Houston in 2014. In 2013, Nation's Restaurant News recognized MAX's as one of the 50 "Breakout Brands" as well as one

of the 5 "Hot Concepts" in the United States.

While both The Tasting Room and MAX's Wine Dive have garnered numerous local and national awards and accolades over the years, Lasco Enterprises has been recognized as one of Houston's top businesses. In 2009, The Houston Business Journal recognized Lasco Enterprises as the 13th fastest growing private company in Houston and awarded the company the prestigious "Enterprise Champion" award in both 2009 and 2012, given to five fast-growing companies. These Enterprise Champions are set apart from the "Fast 100" not only in growth and industry leadership, but in contributions to employees, the community and to their respective industries. Lasco Enterprises also made the "Fast 100" list in 2010, 2011, 2012 and 2013 and has been recognized numerous times as "One of the Best Places to Work" in Texas. In 2010, 2011, 2012 and 2013, Jerry was selected as a finalist for the Entrepreneur of the Year award by Ernst & Young.

Prior to pursuing his passion for the food and wine business, Jerry spent 13 years as a pilot, first with the United States Air Force where he received commendation as the Air Force's outstanding Life Support Officer and was awarded one of the Air Force's top honors, the "Commander and Chiefs" trophy. He later flew for Continental Airlines, during which time he and his wife Laura took the opportunity to travel to vineyards and wineries around the world to study and enjoy wine.

Before relocating to Houston, Jerry lived in New York City where he attended Peter Kump's Cooking School and pursued his sommelier certification with The Court of Master Sommeliers, based in London. He received his B.S. in Organization Behavior from the United States Air Force Academy.

Jerry and his wife Laura settled in Houston in 2001 and are raising two boys, Max and Jack.



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KEY PLAYERS & MANAGEMENT TEAM



LAURA LASCO, Vice President, General Counsel
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Laura Lasco is a practicing commercial attorney with more than 21 years of experience. In August 2009, she left her role as Worldwide Channels Counsel (commercial and antitrust) at Hewlett-Packard Company to work full-time for Lasco Enterprises. Laura now serves as the Vice President and General Counsel for Lasco Enterprises. She oversees all legal matters, negotiates all commercial leases and contracts, created the Employee Handbook and directs the human resources function for more than 550 employees. She received her JD from the University of Denver College of Law and her BS in Finance and Business Administration from the University of Colorado.



JONATHAN HOROWITZ, Chief Brand Officer, Partner
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Jonathan Horowitz joined the Lascos in 2005 as their business partner and 12th employee in the company. Since that time, he has helped oversee the growth of the business to over 550 employees. Jonathan handled day-to-day operations for two years prior to assuming the position of Vice President of Marketing and Communications. In 2011, Jonathan was named Chief Brand Officer for Lasco Enterprises. He oversees all marketing and communications for The Tasting Room Wine Cafés, MAX's Wine Dives, Boiler House Texas Grill & Wine Garden, and Flow Juice Bar. This includes directing the company's advertising, public relations, press relations, social media, philanthropic efforts, and Internet marketing strategies.

Additionally, Jonathan focuses on developing business relationships to help build the Lasco Enterprises brand and to increase unique revenue streams for the company as a whole. In 2011, Jonathan was awarded the Houston Business Journal's "40 Under 40" award for young business leaders in Houston. He has served (or is currently serving) on the boards for Stages Theatre, Project DOCC, and the Houston Restaurant Association, and has spoken at the Jones School of Business at Rice University as well as presented to the Houston chapter of the American Marketing Association.

Prior to following his entrepreneurial passion and dream of owning a food and wine business, Jonathan spent six years as an attorney in Houston at the law firms of Haynes and Boone, LLP and Chamberlain, Hrdlicka, White, Williams & Martin. Born and raised in the Northeast, Jonathan relocated to Houston and received his JD from South Texas College of Law and his BA in English, Political Science and Sociology from Rice University, where he also was a letterman on the varsity golf team.



TIFFANY HULQUIST, Vice President of Marketing, Operating Partner
thulquist@lascoenterprises.com

Tiffany Hulquist joined the Lasco Enterprises team September of 2009 as the Director of Wine Sales Communications, or better known as the “Leader of the Wine Sales Revolution.” With a degree in Marketing and a passion for perfection, Tiffany was tasked with overseeing the communication of the company’s new wine community concept, The Black Door. Tiffany’s role has expanded over the years; she now oversees the marketing initiatives for all of the company’s business locations. Her key responsibilities involve constant communication with each location’s management teams, the company’s executive team members, and the members of the Marketing Department – something Tiffany accomplishes with great efficiency and skill.

Prior to joining Lasco Enterprises, Tiffany worked for more than five years as the Marketing Manager for Brighton Homes, a K. Hovnanian homebuilding company. She also previously worked for the international public relations firm, Hill & Knowlton in Houston and GSD&M Advertising in Austin, Texas. Tiffany obtained her Bachelor of Fine Arts degree from Sam Houston State University in Huntsville and now resides in her hometown of Humble, Texas with her husband and daughter.



DARRIN BAUMUNK, Wine Buyer, Operating Partner
dbaumunk@lascoenterprises.com

Darrin Baumunk joined the Lasco Enterprises team in March, 2007 as a bartender at The Tasting Room in Uptown Park. During his time with the company, Darrin has progressed through various management positions and now is an Operating Partner as well as the company’s Corporate Wine Buyer. Darrin earned his Bachelor of Science degree in Chemical Engineering and Petroleum Refining from one of the top engineering schools in the United States, Colorado School of Mines, located in Golden, Colorado. Darrin always had a passion for wine, and early on considered pursuing a degree in Oenology, the study of wine and wine making.

Prior to joining Lasco Enterprises, Darrin worked in the chemical industry, holding various positions in engineering, sales, management and field marketing. While working as an engineer, he and his colleagues were granted a United States and European patent for Liquid Air Food Freezer and Method. While Darrin did not begin his professional career in the wine business, he could not deny his passion for the field, eventually landing in the industry.

In 2006 and 2007, Darrin attended the Culinary Institute of America in St. Helena, California and graduated as a Certified Wine Professional - Advanced Level II (ACWP). After joining the Lasco team, Darrin began his pursuit of a Sommelier certification and in August 2009, Darrin graduated from the International Sommelier Guild as a certified Sommelier.

Darrin now oversees Lasco Enterprises’ wine buying program alongside Jerry Lasco. The duo work each day to ensure that the company realizes its vision to “Revolutionize the Wine Experience” by offering hundreds of unique wines from around the world at the best possible value to the customers.



TROY MATHEWS, Director of Operations - West
tmathews@lascoenterprises.com

Troy Mathews joined the Lasco Enterprises team in November of 2012 as Area Manager overseeing MAX's Wine Dive - Austin, MAX's Wine Dive - Quarry Village and Boiler House Texas Grill & Wine Garden - both of San Antonio, and MAX's Wine Dive - Dallas. Troy has since been promoted to Director of Operations for the Western half of the United States and directs operations West of Interstate 35.

Prior to joining Lasco, Troy spent 18 years with Redstone Companies Hospitality in leadership roles including General Manager at Lakeway Resort and Spa in Austin. During Troy's tenure with Redstone, he also led the Redstone Golf Club pre-opening team through the golf club build-out in preparation for hosting of the PGA "Shell Houston Open" which is now an annual event held in Humble, Texas.

Troy is on the board of various professional organizations including Lakeway Police Memorial & Benevolent Foundation, Houston Livestock Show & Rodeo, Play Golf Houston, and the Evans County Chamber of Commerce. Troy is married with one son and resides in Austin, Texas.



JEREMY LOGAN, Director of Operations - East, Operating Partner
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Jeremy Logan joined the Lasco Enterprises team in July of 2009 as the General Manager of MAX's Wine Dive in Houston after more than six years with the Hillstone Restaurant Group (formerly known as Houston's Restaurants). In 2011, Jeremy was promoted to Area Manager where he oversaw the operations of the MAX's Wine Dive locations in Houston, Austin, San Antonio and Dallas, The Tasting Room Wine Café locations at CITYCENTRE and Kingwood as well as the Boiler House Texas Grill & Wine Garden at the historic Pearl Brewery in San Antonio. Now, as Director of Operations, Jeremy oversees all current and future operations East of Interstate 35.

A hospitality veteran of more than 20 years, Jeremy has worked in some of the best restaurants in many of the top restaurant cities in the U.S. These credits include working for the famed Brennan family in New Orleans and James Beard-nominated chefs, Andy Sutton and Jan Birnbaum in California. Jeremy's wine education came right from the source - Napa Valley, where he worked in hospitality, sales and production roles for ultra-premium producers Whitehall Lane Winery and Artesa Winery and Vineyards. During that time, Jeremy also moonlighted as a Minor League Baseball Radio Broadcaster and Sports Writer for the Napa Valley Register. A native of Los Angeles, he has also lived in San Francisco and Atlanta before making his home in Houston in 2007.

Jeremy holds a BA in English Literature from San Francisco State University and is married with three children.



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KEY PLAYERS & MANAGEMENT TEAM



JOHN TAPER, Area Manager, Operating Partner
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John Taper joined the Lasco Enterprises team in February of 2008 as the General Manager of The Tasting Room Wine Café at Uptown Park in Houston. John brings more than 30 years of restaurant industry experience to Lasco Enterprises. Prior to joining Lasco, John spent three years with Landry's Restaurants in Houston as a General Manager within the Joe's Crab Shack concept, and 10 years prior to that with MetroMedia Restaurant Group as an Area Manager and General Manager within the Steak and Ale concept.

John currently oversees the operations of The Tasting Room locations at Uptown Park and River Oaks in Houston, as well as Kings Harbor in Kingwood. In early 2012, Lasco tapped John to be the new "Culture Guru" for the entire company. Embodying and living the company's Vision, Mission and Core Values each day, John is charged with imparting his attitude, wisdom and service-first mentality to all new

hires within Lasco Enterprises. This crucial process ensures that the valuable Lasco Enterprises culture is transferred to each new generation of employees.

John was born and raised in northern New York state and graduated from Summit University in New Orleans, Louisiana with a BA in Management. John also spent four years in the United States Air Force as a Sergeant and Security Specialist, earning an Air Force commendation medal while serving. John currently lives in Houston and is married with four children.



LAUREN SANCTON, Public Relations Director
lsancton@lascoenterprises.com

Lauren Sancton joined the Lasco Enterprises team in June 2013 as Public Relations Director. Lauren brings more than 7 years of hospitality public relations experience to Lasco Enterprises. Prior to joining Lasco Enterprises, Lauren received her undergraduate degree at American University in Washington, DC and then moved to Los Angeles to pursue her master's degree in strategic public relations at the University of Southern California's Annenberg School for Communication and Journalism.

While in Los Angeles, Lauren worked on numerous hospitality-related accounts at Wagstaff Worldwide and successfully contributed to the public relations and marketing efforts for Luxe Worldwide Hotels and Heineken USA. Lauren is excited to promote the Lasco Enterprises message of "revolutionizing the wine experience" and continue her exploration of the hospitality sector with the best team in the industry.