

Lassus Places in Three Categories, Winning First in What They've Done Best

Lassus, the 1st place winner in the Convenience Gas category, strives daily to provide every customer with a "Best In Class" experience that will keep them returning. "We want the consumer to refer to our stores as their all day, any time of day, convenience solution. If they are looking for a quick grab and go item or for a fresh, made for you food offering, we want them to think of Lassus. It is a constant, ever evolving effort by all team members," states Executive VP, Greg Lassus.

Consumer tastes are ever changing and technology is constantly evolving. Their goal has always been to keep at pace or ahead of what is new to or coming to market. Lassus

shares "Whether it is a new energy drink, food selection, self-checkout, interactive app, mobile-pay or the ability to buy bitcoin, we provide these choices to our customers."

The 35 convenience/gas locations include 16 Fort Wayne locations, 14 additional Indiana (surrounding) locations & 5 locations in Northwest, Ohio. Lassus offer Elmo's Pizza and Subs (named after Elmer Lassus) in 16 locations, Higher Grounds coffee & specialty drinks in 5 locations. Elmo's won 2nd place in the Sub Sandwich category and Higher Grounds won 3rd place in the for Coffee Shop category.

Smiling and welcoming Lassus team members always greet customers. It is not uncommon to find a Lassus employee with 20 plus years of service. "What speaks to that longevity is our family atmosphere. Our culture shines through the pride in their work,"



Lassus #29.

Lassus said. "The stores are clean with a safe welcoming environment. Our teams strive for an enjoyable experience when you come into our stores."

Next year, this homegrown company celebrates its 100th year anniversary! "One hundred years is absolutely something to celebrate! We are the 4th generation of being

family owned and operated." Accompanying Greg in the Lassus leadership is Todd Lassus as their President, and Jon Lassus Sr. as their CEO.

Giving back to the communities they serve is a core pillar value for Lassus. Just a few months ago, with the help of the customers and team members, Lassus raised \$100K for the Fort

Wayne Children's Zoo. Lassus conveys, "That amount was raised through micro-donations at the registers and the pumps. It's amazing how quickly spare change adds up."

While they no longer use the well-known jingle today, Lassus is and will continue to be, "Lassus (Handy Dandy), Your Home Town Convenience Store!"

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