

Jerry Lasco
Founder and President
Lasco Enterprises

Jerry Lasco is the Founder of The Tasting Room Wine Café, MAX's Wine Dive, Boiler House Texas Grill & Wine Garden, and The Black Door. 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. That flagship location has grown from 1,000 square feet to its current size of 9,000 square feet of interior space with an additional 4,000 square feet of outdoor patio. This location also reportedly has the highest volume of wine sales for any wine bar in the country. In 2006, Jerry developed MAX's Wine Dive – a unique wine-focused restaurant combining gourmet, chef-driven comfort food with wines from around the world. Jerry opened the first location in Houston in December, 2006. MAX's Wine Dive quickly became one of the most highly-acclaimed and popular establishments in the city. Jerry opened MAX's in Austin in 2009, in San Antonio in 2010, Dallas in 2012 and Fort Worth in 2013.

Both The Tasting Room and MAX's Wine Dive have received numerous local and national awards and accolades over the years. In addition, The Houston Business Journal recognized Lasco Enterprises in 2009 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.