



BUSINESS LEADERSHIP & RECOGNITION

Doing the right thing and a firm focus on quality have been cornerstones of the Culver's philosophy since the first restaurant opened in 1984. Turns out this approach doesn't just keep guests coming back—it also earns major recognition.

In 2010, the International Foodservice Manufacturers Association recognized Culver's with the Regional Chain Excellence award at the Chain Operators Exchange Conference.

In February 2008, Culver's was recognized as one of 25 high-performing franchises in the country by the *Wall Street Journal*.

In 2007, guests ranked Culver's as the #1 burger chain in the country according to *Restaurants & Institutions* annual Consumers' Choice in Chains Awards. Culver's was compared to 123 chains on food quality, service, convenience, cleanliness, value, atmosphere, menu variety and reputation.

In 2007, Culver's earned "Best in (Food) Category" rating of more than 300 franchise opportunities nationwide as reviewed by *Franchise Business Review*.

In 2006, the International Foodservice Manufacturers Association presented Craig Culver with its Silver Plate Award for being the industry's most outstanding and accomplished foodservice operator.

In 2005, Ernst & Young named Craig and Lea Culver Wisconsin's Consumer Products/Retail Entrepreneurs of the Year. The world-famous award recognizes people who have built strong, sustainable, innovative businesses.

Nation's Restaurant News tapped Craig Culver as one of its 2005 Golden Chain winners. The award celebrates the excellent leadership of multiunit food service operators.

The American Red Cross bestowed the Circle of Humanitarian Award on Culver's for their substantial support. Culver's annual Day of Giving in-store fundraising event raises hundreds of thousands of dollars for local Red Cross chapters in addition to offering blood drive support and volunteer time.

Culver's promoted healthy eating habits and lifestyles through financial support of the nationally recognized program Action for Healthy Kids. The program works to improve children's nutrition and increase physical activity, which will in turn improve their readiness to learn.

In 2004, Wisconsin Governor Doyle recognized Culver's dedication to increasing the minimum wage of employees with the Exemplary Employer Award on May 20, 2004.

When milk prices hit a post-depression low, Culver's jumped in by installing billboards to alert the public to the crisis. The "Drink More Milk" campaign demonstrated Culver's support of local dairy farmers.

Culver's began the "Eat More Pork" campaign to raise awareness of low pork prices. The in-store point of purchase and radio campaign highlighted the need for the general public's cooperation. The campaign raised awareness of the local pork producers' struggles and helped increase the demand for pork products at Culver's and other participating retailers.