



CULVER'S FACT SHEET

Culver's History

Descending from generations of restaurateurs, it could be that Craig and Lea Culver were just destined to found Culver's. Together with Craig's parents, George and Ruth, they opened their first restaurant in Sauk City, Wisconsin in 1984. Culver Franchising System, Inc.® was created in 1987 as the franchising support center for Culver's restaurants. Delivering honest food with genuine family values to your table is the cornerstone of Culver's values.

Fast Facts

- Culver's is an expanding franchise system with more than 400 restaurants in 18 states: Arizona, Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee, Texas, Wisconsin and Wyoming.
- Each restaurant employs 30–75 team members year-round, with 10–20 additional summertime positions.
- Restaurants seat 98–118 guests.
- Culver Franchising System, Inc. is a privately held company, based in Prairie du Sac, Wisconsin.

The Culver's Menu

Culver's selects fresh, high-quality ingredients, cooks each meal to order and delivers them hot and fresh to guests' tables or to them in their cars through the drive-thru. Culver's signature items are the ButterBurger® made from fresh, never-frozen U.S. beef and fresh Frozen Custard, including the famous Flavor of the Day program. There is a mouth-watering variety of menu options to satisfy every palate:

- Home-style dinners like Fresh Fried Chicken, North Atlantic Cod, Butterfly Crispy Shrimp, and Beef Pot Roast
- Specialty sandwiches like Shaved Prime Rib, Grilled Reuben Melt, Turkey Sourdough BLT, North Atlantic Cod Filet, Beef Pot Roast, Pork Tenderloin, Ham 'N' Swiss
- Irresistible desserts like sundaes, malts, shakes, floats and Concrete Mixers®
- Garden-fresh salads like Chicken Cashew, Classic Caesar and Garden Fresco
- Kids' meal program including ButterBurger, Chicken Tenders, Grilled Cheese, Hot Dog or Corn Dog entrée options and a token for a free scoop of custard
- SnackPak \$4 meal deals

Customer Service

Culver's award-winning customer service is based on small-town, Midwestern values, genuine friendliness and an unwavering commitment to quality and cleanliness. The franchise is known for its clean, comfortable atmosphere and for treating each person who stops by like a guest.

Food Safety

Culver's stringent food safety procedures go above and beyond state and federal standards. With more than 2,000 nationally-certified ServSafe team members on staff, every restaurant has six to 10 ServSafe team members, including every manager and crew chief running each shift.

Franchise System

Culver's attributes the success of its franchise restaurants to the owner/operators. Every franchise partner



operates their restaurant in a full-time capacity. They complete an intensive 16-week on-site training program where they learn the business hands-on. Franchise partners receive ongoing support and training on safe food handling, management techniques and the latest industry trends.

Philanthropy

Culver's is dedicated to supporting its communities. The annual Day of Giving program donates 10 percent of sales to charitable organizations within each Culver's community, often raising six-figure contributions. Culver's also supports many other charitable causes including the American Red Cross Haitian Relief Program and the American Family Children's Hospital. Also, since its inception in 1993, Culver's Very Important Partner Scholarships program has awarded more than \$1 million to help Culver's team members pursue higher education.

Executive Leadership

Craig Culver, Co-founder and CEO

Lea Culver, Co-founder

Phil Keiser, President and COO

Joe Koss, CFO

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