



**NEWSLETTER / NEWS RELEASE
From the Office of the Mayor**

FOR IMMEDIATE RELEASE

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**CONSTRUCTION ON NEW CULVER'S RESTAURANT IN FLORISSANT SET
TO BEGIN SEPTEMBER 4 AT CORNER OF LINDBERGH, ST. FERDINAND**

A ground-breaking ceremony will be held at 1 p.m. on Thursday, September 4 on a new Culver's restaurant in Florissant, the national chain's first location in North County. Site of the Culver's restaurant will be at 955 North Lindbergh at the northwest corner of Lindbergh Blvd. and St. Ferdinand Street, in front of St. Ferdinand Park.

On hand to break ground will be Craig Culver, co-founder and CEO of the restaurant chain; Thomas P. Schneider, Mayor of Florissant; franchise owners Jim Shelton, Gary Beres and Jill Beres; representatives from the Greater North County Chamber of Commerce; and other local Florissant dignitaries.

"Culver's was founded on the idea that every guest who visits Culver's leaves happy," said Shelton. "We invite everyone in Florissant to come experience Culver's hospitality for themselves when the restaurant opens in late fall 2014."

In June, Culver's announced the opening of its 500th restaurant nationwide. In 2013 Culver's opened 28 restaurants nationwide, and hopes to add 35 restaurants in 2014.

Currently there are a dozen Culver's restaurants in the metropolitan St. Louis area, but none in North County or mid-St. Louis County. The Florissant Culver's is owned by franchisees Jim Shelton, Jill Beres and Gary Beres. The Beres also own Culver's franchises in Columbia, MO and St. Robert, MO in addition to a location in Waukesha, WI.

"We are delighted that Culver's and its excellent reputation are coming to the City of Florissant," said Florissant mayor Thomas P. Schneider. "We welcome Mr. and Mrs. Beres and Mr. Shelton to our business community. We understand that they have a reputation of being involved in their communities, and have already reached out to the Greater North County Chamber of Commerce. Culver's delicious cuisine will be a much appreciated addition to the fine food choices available in Florissant."

When completed, the restaurant famous for its friendly service and high-quality food will have dine-in seating, a drive-thru, take-out service and patio seating. After ordering at the front counter, guests seat themselves and relax while their food is cooked and delivered to their table.

“We’re thrilled to bring hand-crafted, high-quality meals and desserts to the community of Florissant,” says Shelton. “We think it’s a wonderful area and we are excited to become a contributing and active member of the community.”

Culver’s signature sandwich and guest favorite, the ButterBurger®, is made with 100 percent fresh, never frozen U.S. beef and topped with a lightly buttered and toasted bun. Cooked-to-order favorites included the Bacon Deluxe and Mushroom and Swiss ButterBurger.

Culver’s “Fresh Frozen Custard” gets its legendary creamy decadence from high-quality, fresh-Wisconsin dairy. Each batch is hand-crafted throughout the day. In addition to making their own creations, guests can customize their desserts with more than 30 mix-ins and toppings. Every day Culver’s offers three flavors of “Fresh Frozen Custard”: vanilla, chocolate and a “Flavor of the Day.”

Culver’s menu also features real Wisconsin cheese curds, a dairy land delicacy, fresh garden salads and North Atlantic cod filet sandwiches. Kids’ meals also are available.

The company, which was founded by Craig and Lea Culver and family in their home town of Sauk City, Wisconsin in 1984, has more than 500 restaurants in 22 states. According to a survey by the Franchise Business Review, Culver’s is rated #1 in franchisee satisfaction by more than 4,300 restaurant franchisees in the United States and Canada.

About Culver’s

Culver’s serves fresh food, always cooked to order, with genuine family values to each and every guest. Culver’s is an expanding franchise system with over 500 independently owned and operated restaurants in 22 states. The restaurant’s award-winning customer service is based on small-town, Midwestern values, genuine friendliness and an unwavering commitment to quality and freshness.

Signature items include the ButterBurger®, made from fresh, never frozen, Midwest-raised beef, and Fresh Frozen Custard, including the famous Flavor of the Day program. For more information, visit www.culvers.com, www.culvers.com/facebook, www.twitter.com/culvers, www.gplus.to/culvers or www.instagram.com/culvers.

About Florissant

Founded in 1786, Florissant is the largest city in St. Louis County, with a population of more than 52,000 residents. The City of Florissant regularly is listed among the safest cities in America for its population range, and provides abundant services for all sectors of the community, including children, young adults and seniors. In 2012, Florissant was ranked among the Top 75 Best Places to Live by CNN’s Money Magazine.

Florissant has two community centers, three swimming pools, a renowned theater, a covered skating rink, an abundance of parks and recreational sites, a new championship disk golf course and the only 18-hole municipal golf course in St. Louis County. For more information please visit www.florissantmo.com or call 314-921-5700.