



The Culver Story

***OUR MISSION: "WE GENUINELY CARE, SO EVERY GUEST WHO
CHOOSES CULVER'S LEAVES HAPPY."***

Culver's co-founders Craig and Lea Culver, and Craig's parents George and Ruth Culver built their restaurant business by following this principle. But there is a story to tell on how this all came to be, one that starts on the banks of the Wisconsin River in a southern Wisconsin town called Sauk City.

Craig, his brother Curt and sister Georgia grew up immersed in the restaurant business. His parents George and Ruth owned and operated supper clubs and eateries throughout the Sauk County area, and Craig became fascinated with the world of quick fare. Craig's parents first purchased an A&W Root Beer property in 1961 and sold it in 1968. While they didn't know it at the time, this site would one day provide fertile ground for the Culver family's ultimate success.

In 1968 his parents purchased the Farm Kitchen resort at Devil's Lake. Craig worked there during his college breaks and summers. It was there he met his wife Lea. They married and over time became the proud parents of three daughters.

Craig graduated from the University of Wisconsin-Oshkosh in 1973 with a biology degree but wasn't really sure of what he wanted to do with his life. His interest ultimately returned to the restaurant business. Over the next several years Craig worked at McDonald's, took a shot at running his own restaurant, and ultimately went back to helping run restaurants owned by his father and mother.

In 1984 the Culver family had a chance to purchase the same Sauk City A&W property it owned almost 20 years before. They jumped at the chance to return to their roots.

Frozen custard was a longtime favorite tasty treat for the Culver family, who frequently made trips to Milwaukee (the unofficial custard capital of the world) for their favorite dessert. But running a typically summer business year-round would require menu variety. Burgers were their first menu item and they needed a name. Craig remembered when his mom would butter the top of a bun and lightly grill it until toasted. From this, the "ButterBurger" was born.

On July 18, 1984, the first Culver's Frozen Custard and ButterBurger restaurant opened for business. Craig ran the restaurant, remembering one of his dad's many sayings: "Don't mess with the quality." Through this wisdom, guidance, coaching and teaching, the business started to thrive.

Culver Franchising System, LLC

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As with any new business there were some successes and learning opportunities along the way. In 1990 the rights to a Baraboo, Wisconsin, restaurant were drafted and sold. The first successful franchised restaurant opened in December 1990. In the years that followed, a speckling of new restaurants opened throughout Wisconsin and then expanded beyond the state line.

In an effort to support the growing restaurant chain, Culver Franchising System, LLC. (CFS) was created. The goal of CFS is to ensure that franchise growth coincides with proper training, education, and personal and professional growth. In 1999 CFS opened offices and a Learning Center in Prairie du Sac, Wisconsin, just a mile or so from the original restaurant. In 2009 CFS opened a new 47,000-square-foot support facility in Prairie du Sac. Culver's strategic growth plan includes restaurants from the Midwest south to Texas, west to Arizona and Utah, and east to South Carolina and Florida. According to Entrepreneur Magazine, Culver's is the largest frozen custard chain in the United States.

Culver's is proud to call Sauk City home. This is a place connected to the farms that produce the dairy and grow the food that has made Culver's a family favorite nationwide.

Contact

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CULVER'S FACT SHEET

Fast Facts

- The first Culver's opened in Sauk City, Wisconsin, in 1984
- The first successful franchised restaurant opened in Baraboo, Wisconsin
- The first restaurant outside of Wisconsin was opened in Buffalo, Minnesota
- Culver's was co-founded by Craig Culver and Lea Culver and Craig's parents, George and Ruth
- Culver Franchising System, Inc. is a privately held company established in 1987, based in Prairie du Sac, Wisconsin
- There are more than 800 restaurants in 25 states
- Each restaurant employs between 30 to 75 team members year-round, including seasonal positions
- Restaurants seat 98–118 guests



The Culver's Menu

We put our heart and soul into every meal. From fresh, never-frozen beef to family farm-fresh dairy, we use only the best, most wholesome ingredients. Cooked-to-order and served with a smile choices include:

- ButterBurgers®: Seared on the grill after each guest orders and served on a lightly buttered, toasted bun, this family specialty started it all!
- Fresh Frozen Custard: Irresistible handcrafted desserts made in small batches throughout the day at each restaurant, including our Flavor of the Day
- Grilled, Crispy or Spicy Chicken Sandwiches and Chicken Tenders: Culver's whole white meat chicken is produced by America's family farms. So, it's naturally tender and juicy which means it's always full of flavor
- North Atlantic Cod: Hand-battered in the restaurant and cooked-to-order for crispy, golden outside and served with our family-recipe tartar sauce featuring olives, capers and sweet relish
- Culver's Dinners: Inspired by Wisconsin supper clubs and mom's home cooking, our dinners, such as our Beef Pot Roast or North Atlantic Cod Dinner, are served with two classic side choices and a dinner roll
- Sandwiches: For guests hungry for a little something different, Culver's has a variety of sandwich options including the grilled-up-fresh goodness of a Grilled Reuben Melt or Beef Pot Roast sandwich
- Mindful Choices: Over 20 fresh, cooked-to-order balanced meal options around 500 calories
- Scoopie Kids' Meals: Options include a ButterBurger, Chicken Tenders, Grilled Cheese or Corn Dog with applesauce, or Crinkle Cut Fries and a scoop of Fresh Frozen Custard

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Customer Service

Our mission—"We genuinely care, so every guest who chooses Culver's leaves happy"—has helped us earn many customer service awards. More importantly, it's turned our neighbors into loyal guests.

Franchise System

The success of our nationally growing franchise system is due to our franchise owners' commitment to core values of working hard, welcoming our guests with genuine hospitality and fresh, made-to-order meals. Every franchise owner operates his or her restaurant in a full-time capacity after completing a comprehensive four-month training program.

Thank You Farmers® Project

Thank You Farmers allows us to thank those who have made Culver's what it is today and to provide financial support for young people wishing to pursue a career in agriculture. On a national level, Culver's supports the National FFA Organization and Foundation while on a local level, restaurants work with local FFA chapters and other agricultural organizations in their communities.

Philanthropy

Culver's restaurants are independently owned and operated. Restaurant owners are dedicated to supporting the communities across the country that they call home. They regularly host Share Night events where a percentage of sales is donated to charitable causes related to schools, community and agriculture; to name a few.

On a system-wide level Culver's Foundation and its philanthropic efforts reflect the diverse interests of our core business. Founded in 2001, this tax-exempt, not-for-profit Foundation provides support to local non-profit groups in areas of youth education and development, civic and community services, health and human needs, culture, the arts and the environment. The Foundation's scholarship program helps team members of all ages with their educational goals.

Since 1993, the program has awarded over \$6 million in scholarships to more than 4,000 team members.

Executive Leadership

Rick Silva, CEO
Michelle Stuttgen, CFO
Craig Culver, Co-founder
Lea Culver, Co-founder

Culver's Support Center

1240 Water Street, Prairie du Sac, WI 53578

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AN INTRODUCTION TO COOKED-TO-ORDER BUTTERBURGERS

ButterBurgers® are a Culver's family specialty, and the menu item that started it all. Since the first restaurant opened in 1984, Culver's has offered fresh, never-frozen beef. For co-founder Craig Culver, fresh beef is essential.

"Frozen beef loses moisture, and as any chef will tell you—when you lose moisture, you lose flavor," says Craig.

Craig says the ButterBurger was his mom Ruth's recipe. Growing up, he remembers his mom buttering the top of the bun and lightly grilling it until it was toasted.

There's an art to a handcrafted, delicious burger. It begins with searing the fresh beef just right to lock in flavors and juices, creating its signature steak taste. A properly seared ButterBurger is savory brown with light crispy edges and topped with the freshest ingredients, like real Wisconsin cheese, crisp lettuce and ripe tomatoes. A pickle slice tops each ButterBurger bun, Culver's intuitive burger inspection stamp of quality.



While ButterBurgers are good enough to eat without any toppings (and many folks do), guests can add an extra layer of deliciousness to a burger with "the works" and savor it with ketchup, yellow mustard, dill pickles and sweet red onions.

Another signature option is the Culver's ButterBurger Deluxe crafted with real Wisconsin cheese, crisp lettuce, ripe tomato, sweet red onion, dill pickles and our signature mayo. Guests have a ButterBurger choice for every day of the week with these additional options: Bacon Deluxe, Mushroom & Swiss ButterBurger, Cheddar ButterBurger, Cheddar ButterBurger with Bacon and the two nostalgia-inspiring melts, the Wisconsin Swiss Melt and the Sourdough Melt.

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AN INTRODUCTION TO HANDCRAFTED FRESH FROZEN CUSTARD

Culver's Fresh Frozen Custard is supremely thick and creamy and is naturally richer than ice cream. It's made daily inside our restaurants using family farm-fresh dairy. Slow churning it in small batches all day long gives our custard its silky-smooth texture and irresistible taste. Enjoy it by itself or as the star of one of our irresistible, handcrafted desserts.

For the uninitiated, frozen custard made its Midwestern debut during the Chicago World's Fair in 1933 and has been a Wisconsin treat ever since. Frozen Custard was a longtime favorite treat for the Culver family, who frequently made trips to Milwaukee (the unofficial custard capital of the world) for their beloved dessert.

The definition of frozen custard is no laughing matter. By law (that's right, there is legislation about custard!), it must contain a certain amount of egg to give it the characteristic smooth, creamy flavor. Frozen custard has less air than its lesser-cousin ice cream, making it thicker and creamier. Unlike ice cream, frozen custard is served at a temperature that won't freeze your taste buds, so you can enjoy the rich and creamy flavor longer.



Each Culver's offers Vanilla and Chocolate Fresh Frozen Custard daily along with the Flavor of the Day. The crave-inspiring Flavor of the Day consists of over 35 flavors, including guest favorites like Cookie Dough Craving, Turtle and Mint Chip. Guests can keep track of their beloved flavors by signing up for eClub to receive a monthly calendar of all the Flavors of the Day on-deck at their favorite neighborhood Culver's or checking culvers.com.

Fresh Frozen Custard is the foundation of all Culver's handcrafted desserts, including our signature Concrete Mixers®. As the name implies, this incredibly thick treat is blended with creamy Fresh Frozen Custard and whatever combination of mix-ins a guest's imagination craves. There are over 30 options including chunks of cookie or brownie, gooey toppings, crunchy bits of candy and bursts of fruit. Guests can also pick from tried-and-true favorites such as the Turtle or Raspberry Cheesecake Concrete Mixer.

Culver's Fresh Frozen Custard options also include Shakes, Concrete Mixers, Malts, Sundaes, dishes and cones.

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