



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.

Contact

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**WE GENUINELY CARE, SO EVERY GUEST
WHO CHOOSES CULVER'S LEAVES HAPPY**