



WELCOME TO DELICIOUS™

FOR IMMEDIATE RELEASE

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Annual Craving Satisfied: Culver's Decadent Pumpkin Treats Return for a Limited Time

Handcrafted guest favorites highlight ongoing commitment to sustainability

PRAIRIE DU SAC, Wis. – September 21, 2012 – September marks the highly anticipated return of a fall tradition, Culver's Pumpkin Cheesecake Concrete Mixer®, Pumpkin Spice Shake and the Pumpkin Pecan Concrete Mixer®. Culver's pumpkins are sustainably grown in Oregon's famed Willamette Valley. Produced using Food Alliance–certified farm practices that protect, enhance and conserve soil and water resources as well as biodiversity, the pumpkins are fully vine-ripened to enhance the flavor and are picked at the peak of freshness.

Mixed with real cane sugar, cinnamon, cloves and allspice, no part of the pumpkin ever goes to waste. Instead, the waste is turned into renewable energy that helps power the farm, ensuring an everlasting supply of these great big orange beauties. Guests at the more than 450 Culver's restaurants can indulge in these seasonal handcrafted favorites through Thanksgiving.

"We're always in search of ways to minimize our impact on the environment while exceeding guest expectations on the quality, freshness and flavor of our food, down to the pumpkin in our desserts," said Phil Keiser, Culver's president and chief operating officer. "Our guests appreciate that the food we're serving to their families is thoughtfully harvested and handcrafted."

Guests can choose from the following pumpkin options:

- Culver's Pumpkin Cheesecake Concrete Mixer (Recipe No. 65) is handcrafted with melt-in-your-mouth bits of NY-style cheesecake.
- The Pumpkin Pecan Concrete Mixer (Recipe No. 84) includes lightly salted roasted

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whole pecan halves.

- Each sip of the thick, velvety Pumpkin Spice Shake (Recipe No. 45) is a perfect tribute to the fall.
- In addition to the Shake and Concrete Mixers, Culver's dishes out a Pumpkin Pecan and Pumpkin Pie Flavor of the Day during the fall. To find out if they're being featured at a nearby Culver's, visit <http://www.culvers.com/flavor-of-the-day/>.

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 more than 450 independently owned and operated restaurants in 19 states. The restaurants' 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.facebook.com/culvers, www.twitter.com/culvers or www.gplus.to/culvers.

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