



WELCOME TO DELICIOUS™

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Celebrate Fall Flavor with Culver’s New Salted Caramel Pumpkin Concrete Mixer

New pumpkin Concrete Mixer joins Pumpkin Spice Shake, Pumpkin Cheesecake and Pumpkin Pecan Concrete Mixers for limited time only

PRAIRIE DU SAC, Wis. – September 9, 2013 – Fall means changing colors, cooler temps and comfort food. For Culver’s, it also means fresh flavors. For Culver’s fall flavor fanatics, it means the return of a guest-celebrated ingredient – pumpkin. This year, the restaurant introduces the new Salted Caramel Pumpkin Concrete Mixer, a perfect blend of caramel, pumpkin pie spice and everything nice about fall, combined with Culver’s Vanilla Fresh Frozen Custard. The new Concrete Mixer joins Culver’s Pumpkin Spice Shake, Pumpkin Cheesecake Concrete Mixer and Pumpkin Pecan Concrete Mixer, all available for a limited time only.

“Guests have always loved our limited-time-only Pumpkin Spice Shake, so we wanted to give them a little something extra to cheer about as the days get shorter,” said Craig Culver, co-founder and CEO of Culver’s. “Our Salted Caramel Pumpkin Concrete Mixer takes the flavor experience to the next level with ribbons of old-fashioned salted caramel and plenty of sustainably harvested pumpkin picked fresh from the patches of Willamette Valley in Oregon.”

<p>Sustainably harvested, expertly prepared</p> <p>Culver’s pumpkins are produced using Food Alliance-certified farm practices that protect, enhance and conserve soil, water resources and biodiversity. No part of the pumpkin goes to waste and is instead turned into renewable energy that helps power the farm.</p> <p>http://www.culvers.com/menu-and-nutrition/sustainability/</p>

Was Culver’s the first to come up with a pumpkin flavored custard? “I like to say we were first!” laughs Craig. Shortly after opening Culver’s in the 1980s Craig created a banana flavor using banana puree. One fall season he got the idea of using a pumpkin spice mix. “Our guests were a little skeptical at first but now it’s a season favorite.” Learn more about Culver’s Fresh Frozen Custard and the many ways to enjoy this handcrafted treat by watching our “How to Decide on Dessert” video: http://youtu.be/d4EKX_5gRac

Culver’s pumpkins are fully vine ripened to enhance their flavor and picked at the peak of freshness. All of the restaurant’s seasonal pumpkin-themed treats include the best fall flavors – savory nutmeg, cinnamon, cloves and allspice. Combined with Culver’s Fresh Frozen Custard, which is made daily in

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small batches in each restaurant, it's the perfect treat to welcome the new season.

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 nearly 500 independently owned and operated restaurants in 21 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.culvers.com/facebook, www.twitter.com/culvers, www.gplus.to/culvers or www.instagram.com/culvers.

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