



## Colby Jack Pub Burger and Sweet Potato Fries Return to Culver's

### *Social promotions highlight the return of guest favorites*

Two guest favorites return to Culver's menu this fall in a big way. The Colby Jack Pub Burger and Sweet Potato Fries make their way back to the Culver's lineup for a limited time only thanks in part to the restaurant's fans who urged their return. Both will be available starting now while supplies last (so get them while they're hot!).

"Our guests appreciate the high-quality ingredients they've come to expect from us for the past 30 years," says David Stidham, vice president of marketing at Culver's. "Like all ButterBurgers® at Culver's, the handcrafted Colby Jack Pub Burger starts with fresh, never frozen, Midwest-raised, grill-seared beef. This mouthwatering combination is then topped with gourmet, real Wisconsin Colby Jack cheese, crispy onions and four-pepper mayo with a touch of A.1.® Steak Sauce and served on a zesty artisan bun."

### **Colby Jack Pub Burger**

To welcome the Colby Jack Pub Burger back in-restaurant, Culver's will launch "The Legend of the Colby Jack Pub Burger" promotion on [www.culvers.com](http://www.culvers.com) to celebrate the epicness of the burger. Guests will be invited to share their legend for a chance to receive \$500 in Culver's gift cards or a coupon for a free Colby Jack Pub Burger. The promotion runs from November 10 to November 21.

### **Sweet Potato Fries**

For a seasonal twist on the classic Crinkle Cut Fry, guests can indulge in nutrient-rich Sweet Potato Fries that are made with genuine Southern-grown potatoes. Served hot and crispy, these crinkle cut beauties are naturally packed with vitamins, fiber and protein. The Sweet Potato Fries are available beginning now to December 28, or while supplies last.

To spread the word that Sweet Potato Fries are back, Culver's will launch the "Sweet Potato Smarty Pants" Facebook promotion. "Sweet Potato Smarty Pants" tests guests' knowledge with sweet potato trivia. One grand prize winner will receive \$250 in Culver's gift cards, and 250 random participants will receive a coupon for free regular Sweet Potato Fries. The Facebook promotion runs November 10 to December 8. To learn more about the promotion, visit [www.facebook.com/culvers](http://www.facebook.com/culvers).

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### **About Culver's**

Culver's serves fresh food, always cooked to order, with genuine family values to each and every guest. Culver's is currently operating more than 500 restaurants in 22 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](http://www.culvers.com), [www.culvers.com/facebook](http://www.culvers.com/facebook), [www.twitter.com/culvers](http://www.twitter.com/culvers), [www.gplus.to/culvers](http://www.gplus.to/culvers) or <http://www.instagram.com/culvers>.