



Historical Highlights

- 1909** Albert Schuler, Sr. opens a combination cigar store and restaurant in Marshall.
- 1924** Albert purchased the Royal Hotel and Restaurant in Marshall and names it "The Schuler".
- 1934** Win Schuler leaves a high school teaching position in the Upper Peninsula of Michigan to join the family business and to run the restaurant in his father's hotel.
- 1940** Win expands Schuler's Restaurant by adding the Frontier Room and converts the adjacent building into a bowling alley.
- 1947** Bowling alley is converted into a dining room, the present Centennial Room.
- 1948** Honoring his love of history and Charles Dickens, Win renovates the the north side of restaurant to be the Dickens Room.
- 1952** Schuler's Bar-Scheeze is introduced in the restaurant and bar.
- 1959** Win's son, Hans Schuler, joins the family business and in 1960 takes over operation of the Bar-Scheeze plant and butcher shop in Marshall.
- 1968** Hans refines the secret Bar-Scheeze formula and introduces it in supermarkets.
- 1970** Hans named President of Schuler's organization.
- 1971** Schuler's Restaurant refurbished to conform to the turn-of-the-century look of Historic Marshall, and the original hotel rooms upstairs are closed.
- 1977** Schuler's Restaurant is proclaimed a Michigan Historic Landmark Site.
- 1979** Dickens Room remodeled to be The Inner Circle and a new room, The Courtyard, is added.
- 1982** Schuler Foods and Bar-Scheeze are sold to Vlastic Foods, Inc., a division of Campbell Soup
- 1983** Win retires, Hans acquires his father's interest in the restaurant and becomes Chairman and President of Win Schuler's, Inc.

- 1984** Larry Schuler, Hans' son, joins the company and becomes the fourth generation in the family business.
- 1987** Restaurant receives Restaurant Business' "Top 100 Award" and is rated three diamonds by AAA.
- 1988** Signature Room dining area with large corner fireplace is unveiled.
- 1989** Restaurant wins its 37th consecutive Travel Holiday Fine Dining Award.
- 1990** Schu's Bar and Grill opens in St. Joseph, MI under direction of Larry Schuler.
- 1993** New bakery constructed in kitchen so all breads, crackers, rolls, desserts are handcrafted for the restaurant and bakery items are offered for sale in the lobby.
- 1996** Heritage Cheese Spread created in Schuler's kitchens and offered to all guests as they arrive at the table.
- 1998** Restaurant refurbished- Winston's Pub expanded and Lodge Room introduced.
- 1999** Schuler's Restaurant & Pub recognized as a Michigan Centennial Business .
- 2004** Schuler's publishes *Fresh Recipes & Warm Memories*, a cookbook to mark the 95th anniversary of Schuler's. Hans Schuler's son, Jonathan, was the cookbook author.
- 2005** Schuler's adds Tasters Guild for fine wine events.
- 2008** Schuler's receives the prestigious DiRona (Distinguished Restaurant of North America) award.
- 2009** Schuler's Restaurant & Pub celebrates the anniversary of its 100 years in business and established the Centennial Fund at the Marshall Community Foundation as a gift to their home community. Financial support of the fund by Schuler's continues today.
- 2010** Hans Schuler names Sue Damron Executive Vice President/Chief Operating Officer. Sue, promoted from within the organization, began at Schuler's in 1998.
- Schuler's responds to community crisis as oil spill occurs in Marshall, ramping up to feed over 2500 meals to clean-up crews round-the-clock each day, all at multiple locations throughout the area, for months
- 2011** Schuler's featured in *Pure Michigan: Eating Fresh and Local in the Great Lakes State*.
- 2012** Hans Schuler recognized as "**National Restaurateur of the Year**" by prestigious *Independent Restaurateur* magazine.