

Business Buzz

A Michigan Family Business Icon Celebrates its 100th

Four Generations Built Schuler's into a Tradition

April 17, 2009 - Marshall, Mich.

One Family, Four Generations

There are very few restaurants in the United States that can say they have been in business 100 years, and even fewer can stake a claim as family owned for four generations. Located halfway between Detroit and Chicago in the historic town of Marshall, Mich., Schuler's Restaurant & Pub will roll out its Centennial Celebration beginning April 23, 2009. Schuler's Restaurant & Pub is a designated Michigan Historic Landmark Site, located in the nation's largest National Historic Landmark District (small urban category).

At a time when our country is facing vast economic changes and many businesses, including restaurants, are significantly challenged, Schuler's is on top of its game. "Running any business today in our current economic climate is a challenge," said Schuler's CEO Hans Schuler, a third generation Schuler. "We work hard with our staff to maintain high standards for food and service, and we are constantly evolving to not only stay ahead of the trends, but to lead them. We keep moving forward with great optimism, ingenuity and a lot of common sense."

A Centennial Dinner Celebration on April 23, 2009 will showcase the classic foods that have been favorites at Schuler's and will feature the wines of California's Sonoma County Fisher Vineyards; the vineyard has strong ties to Michigan. This anniversary event will not only celebrate the 100 year history of Schuler's, it will raise funds to support the Marshall Community Foundation. The Centennial Dinner Celebration will kick off a series of special celebratory events planned for throughout the year.

Schuler's has been the 'halfway' stop for generations of travelers throughout its 100 year history, a stop just off I-94 and I-69. Michigan's major east-west interstate, I-94, runs from Chicago to Detroit, I-69 runs north and south, and Marshall is known to be at the "crossroads of the Big 10". Guests can be counted from throughout the Midwest and, indeed, the country; the fame of the restaurant runs far and wide.

Generations of memories have been made at Schuler's. In the winter travelers heading to warmer climates stop at Schuler's for a meal and are welcomed back each spring. College students are regularly treated by their parents, and local residents crowd the Pub for numerous special events year round. Many married couples return to celebrate the place of their engagement and the site of their reception.

People across the country know the Schuler's name from purchasing Schuler's Bar Scheeze and Bar Schips at supermarkets, or from being served the snacks on airlines in the 1970s. The original recipe was sold to a division of Campbell Soups in 1982. Today Schuler's offers a Heritage Cheese Spread crafted in the restaurant kitchen that is lower in fat and calories, and served with hand crafted wheat crackers made daily by the restaurant bakery.

It all started in 1909 when Albert Schuler, an orphan who grew up with a keen business sense, became a cigar-maker, hotelier, restaurant owner and deputy sheriff. Albert's son, Winston (Win), made Schuler's a household name across America. Win was a skilled restaurateur with an unrivaled ability to promote his business. Win's son, Hans, worked with his father and then expanded the family business, taking over the reins as president in the 1970s. Hans Schuler can count more than 50 years of experience and devotion to the family's landmark

business and continues to provide leadership and forward planning. Hans' son, Larry, was named president of Schuler's in 2007, and he also owns and operates Schu's Grill & Bar in St. Joseph, Mich.

According to the Family Business Review, more than 30 percent of all family owned businesses survive into the second generation, 12 percent will still be viable into the third generation. Only 3 percent of all family businesses will still be operating at the fourth generation and beyond. Schuler's is proud to be counted in the 3 percent. "We are very conscious of our guest's dining preferences and we have fine-tuned our menu to meet the appetite of today's guest," said Schuler's President Larry Schuler. Guests continue to choose the classic Prime Rib of Beef slow roasted in the English tradition, Schuler's Classic Meatballs and Great Lakes Whitefish as favorite menu choices. Schuler's offers many new items to round out a menu appealing to all guests. "Our signature items remain top choices among our diners, however we now offer small plate selections, vegetarian and heart-healthy choices. The culinary staff goes to great lengths to develop new recipes." All breads, crackers and desserts are hand crafted in Schuler's bakery by a full-time master baker and staff. On tap is a full service bar and cocktail menu; wine lovers can join Schuler's Wine Tasting Guild.

Over the last 100 years, the Schuler family has been involved and provided leadership for Michigan tourism, business, restaurant and educational organizations. Schuler's Restaurant & Pub has received many awards including the prestigious 2009 DiRona Award (Distinguished Restaurants of North America). Schuler's was one of only five restaurants in the nation to receive the inaugural Ivy Award from Restaurants and Institutions magazine that recognized the highest standards of excellence in food, service and overall hospitality.

"This is a very special time for our family and our family of employees," said Hans Schuler. "We truly appreciate the loyalty of our guests over the years and the hard work of our excellent staff to maintain a top notch operation and provide a great dining experience. We intend to be here a long time to continue serving up great taste and great service. We love our city of Marshall and we are proud to be a Michigan tradition."

Centennial Dinner tickets and future event information can be found at www.schulersrestaurant.com, or by calling 269-781-0600.

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