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## **For Immediate Release**

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### **Hans Schuler Receives Prestigious “National Restaurateur of the Year” Award**

MARSHALL, MI, January 13, 2012 --- Hans Schuler of Schuler's Restaurant & Pub in Marshall, Michigan has been selected as the “National Restaurateur of the Year” by the prestigious *Independent Restaurateur* magazine in their Annual Indie Awards. *Independent Restaurateur* is the nation's largest trade publication written exclusively for independent restaurant owners.

Schuler topped the country in the Restaurateur of the Year category for 2011. “This award represents the highest level of excellence in all aspects of the business, and recognizes an exemplary commitment to owning and operating a successful independent restaurant,” said Jim Young, Publisher of the magazine. “Winners of the Restaurateur of the Year Award go above and beyond what is required to become invaluable assets to their communities.”

Schuler's, located in Marshall, MI, is in its 103<sup>rd</sup> year. In a challenging economy and changing marketplace, the iconic restaurant continues to thrive while evolving with the times. Great food and exceptional hospitality are critical. The restaurant serves traditional favorites and new menu items, created by the culinary team, with emphasis on local, fresh and flavorful ingredients. “We're always looking for something fresh, taking the best of the past and blending it with contemporary trends and tastes,” said Hans Schuler.

Hans Schuler received his degree in hotel, restaurant, and institutional management from Michigan State University. Named president of the company in 1970, he was responsible for expanding, renovating, and supervising the business decisions that have taken Schuler's into the 21<sup>st</sup> Century. A quiet contributor to the local and regional community where he lives and works, he has been active on local, state, and national levels. Service on various civic community boards has demonstrated his interest in “giving back” to the state and region that have supported the restaurant through the years. Among his contributions, he served 32 years as a member of the AAA Michigan/Auto Club Board of Directors and Chair; at the time he left the Board was its longest-serving member.

With a majority of today's marketplace consisting of chains with “cookie-cutter” approaches, Schuler sees an opportunity for independent restaurateurs. “Our success comes from understanding our markets, growing local talent, and differentiating ourselves,” he noted. “We are only as good as the last meal we serve, and we are dedicated to exceeding the expectations of each and every guest. It's a great

honor to receive this award.”

Serving independent restaurant owners since 1984, *Independent Restaurateur* highlights the originality and exceptional qualities of independent restaurants and key staff worthy of national attention. Each issue provides useful news and ideas on topics like food and beverage, equipment and technology, staff training and service, menus and recipes, industry and consumer trends, food safety and marketing.

Schuler's is featured along with other national and regional winners in the January/February issue of the magazine. A digital version of the issue is available on the magazine's website:

[www.TheIndependentRestaurateur.com](http://www.TheIndependentRestaurateur.com).

*Schuler's Restaurant and Pub, a Michigan dining tradition for 103 years, is located at 115 South Eagle Street in historic Marshall, Michigan, and is open every day except Christmas. For more information about dining at Schuler's, including private banquets, meetings and catering, call 269-781-0600, or email [sales@SchulersRestaurant.com](mailto:sales@SchulersRestaurant.com).*

Visit Schuler's Restaurant online at [www.SchulersRestaurant.com](http://www.SchulersRestaurant.com) and sign up for **Schuler's eClub** for information on special events, promotions and retail merchandise.