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## **SCHULER'S RESTAURANT & PUB RECEIVES DISTINGUISHED DiRōNA DINING AWARD**

### **Schuler's: A Michigan Tradition Since 1909**

MARSHALL, MI – August 1, 2008 – With 99 years of fine dining experience, Schuler's Restaurant & Pub has been awarded the prestigious DiRōNA Award of Excellence. Schuler's joins an exclusive group of nearly 800 restaurants throughout North America. DiRōNA, Distinguished Restaurants of North America, was established in 1990 to promote the fine dining industry. This non-profit organization conducts independent restaurant inspections and offers the only fine dining guarantee in North America.

"We are extremely pleased to receive the DiRōNA distinction," said Schuler's President Larry Schuler. "Our staff, from culinary to front desk, strives to provide the best dining experience for all guest occasions. Next year we will celebrate our 100<sup>th</sup> anniversary, and this acknowledgement is one we are proud to add to our list of hospitality accomplishments." Other Michigan DiRōNA restaurants include Opus One, Tribute, Rattlesnake Club, Tapawingo, and The Lark.

The DiRōNA Award of Excellence is awarded to the most distinguished fine dining establishments. To be eligible, restaurants must be in operation, under the same ownership and theme, for a minimum of three years. The rigorous, anonymous, inspection process scrutinizes every aspect of the dining experience: food, wine, service, physical property and décor.

The 75 point evaluation is conducted by a specially trained independent panel of qualified professionals and distinguished dining connoisseurs. Cuisine quality is the most important criterion. The evaluation process includes the review of the cuisine and menu, quality of the physical property and décor, quality of beverage and services, including selection of wine and specialty drinks, staff attitude and appearance, staff menu knowledge, attentiveness, prompt service, ease of credit card payments, and even legible customer dining checks.

Schuler's Restaurant and Pub, a Michigan dining tradition for 99 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 877-724-8537, 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.

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