



Cigar store and restaurant on Main Street in Marshall, MI



SINCE 1909



The Royal Hotel and Restaurant in Marshall, MI



Win Schuler, left, holds the Golden Plate he received when he was named Food Service Operator of the Year by the International Food service Manufacturers Association in 1971. Charles Baldwin, manager of Win Schuler's Restaurant displays the 1980 Travel/Holiday Fine Dining Award. Win Schuler's has held the award since 1952 when it was first instituted by Holiday Magazine.



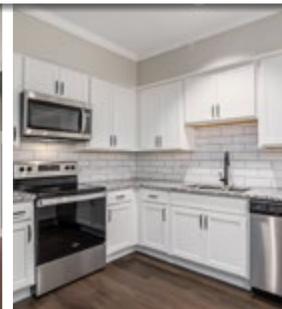
# THE ROYAL

HOTEL & APARTMENTS

2022 - History and modern day meet, when former hotel-turned-storage/office-space is converted into seven much-needed mixed-income apartments on the second and third floors of Schuler's Restaurant.



Schuler's Restaurant and Bowling Alley in Marshall, MI



Hans, Larry, and Win Schuler — the 3rd, 4th, and 2nd generation

To make your reservation or inquire about catering, visit [SchulersRestaurant.com](http://SchulersRestaurant.com) or call (269) 781-0600

Reservations accepted but not required  
Casual attire welcome  
Banquet and meeting facilities available

115 South Eagle Street • Marshall, MI 49068  
I-94 Exit 110 / I-69 Exit 36



## GREAT FOOD AND HOSPITALITY, OUR WAY OF MAKING HISTORY.

# OVER A CENTURY OF THE SCHULER WAY.

## 1900s

- 1909** Albert Schuler, Sr. opens a combination cigar store and restaurant on Main Street in Marshall.
- 1919** Purchases the building where the Stagecoach Inn stands currently and names it the Hotel Albert.
- 1924** Purchases the Royal Hotel and Restaurant in Marshall and renames it Schuler's.
- 1928** Remodels the restaurant in the hotel.
- 1930** Win Schuler graduates from Albion College with a degree in history; serves as schoolteacher and coach in Wakefield, Michigan for four years.
- 1934** Win Schuler returns to Marshall to run the 20-seat restaurant in his father's hotel.

## 1940s

- 1940** Win Schuler expands the restaurant by adding the Frontier Room and converts the adjacent building (a former livery stable and car dealership) into a bowling alley.
- 1945** After returning from World War II, Win continues the expansion of the restaurant. During a pin-setter strike, he decides that the bowling alley is not productive and the space would be better utilized as a dining room. It is remodeled into the present Centennial Room, and in 1946 opens for Christmas dining. The walls are adorned with enlarged photographs of Marshall's many unique buildings, showcasing their special architectural features.
- 1948** Win renovates a building on the north side of the Marshall restaurant (former upholstery shop) into the Dickens Room and gift shop, which opens for business on Thanksgiving Day 1948.

## 1950s

- 1952** Restaurant introduces a cheese spread for guests to enjoy at their tables as part of Win Schuler's philosophy of offering guests something delicious as soon as they are seated. The snack is soon to become Win Schuler's Bar-Scheeze.
- 1955** *America Business Magazine* names Win Schuler's as one of the U.S. and Michigan's favorite restaurants.
- 1959** Hans Schuler, Win's son, graduates from Michigan State University with a degree from the hotel and restaurant school and joins the family business.

## 1960s

- 1960** Hans Schuler takes over operation of the Bar-Scheeze plant and butcher shop in Marshall.
- 1961** The American Restaurant Hall of Fame invites Win Schuler's Restaurant into its membership.
- 1961** Duncan Hines travel book puts Win Schuler's on its "Adventures in Good Eating" list.
- 1962** Win Schuler serves as President of the Michigan Restaurant Association.
- 1968** Hans Schuler refines the secret Bar-Scheeze formula, registers the trademark, and introduces the popular product in supermarkets for the first time.

## 1970s

- 1970** Hans Schuler becomes President of Win Schuler's Inc.; Win Schuler takes on Chairman of the Board duties.
- 1971** The Marshall restaurant is refurbished to conform to the turn-of-the-century look of historic Marshall. The hotel rooms become corporate offices.
- 1971** Schuler's Restaurant receives prestigious national Ivy Award for excellence, the first year the award is given by the restaurant industry.
- 1975** *Greater Guide Magazine* names Win Schuler as "Host with the Most."
- 1977** Michigan Governor Milliken proclaims Win Schuler's of Marshall a Michigan Historic Landmark Site. A plaque is unveiled at the former Royal Hotel site.
- 1977** *Holiday Magazine* lists Schuler's as one of America's finest restaurants for the 26th consecutive year.
- 1979** Win renovates the original Win Schuler's in Marshall and adds a new room, "The Courtyard"; remodels the Dickens Room to become "The Inner Circle," in a more contemporary motif.
- 1979** During the '50s, '60s, and '70s, Schuler's expands with a total of nine restaurants in Michigan and one in Fort Wayne, Indiana. A business decision during the '80s downsizes the number of restaurants and refocuses on the flagship restaurant in Marshall, Michigan.

## 1980s

- 1982** Larry, Hans' son, graduates from Albion College and takes a position with Mondavi Winery in California.
- 1982** Vlastic Foods, Inc., a division of Campbell Soup Co., buys the Win Schuler Foods (Bar-Scheeze) operation and retains the manufacturing plant in Marshall.
- 1982** Win Schuler retires as Chairman of the Board. Hans acquires his father's interest in the restaurant and becomes Chairman and President.
- 1984** Schuler's celebrates its 75th Anniversary. Larry Schuler, the fourth generation in the family business, joins the company.
- 1986** Hans Schuler receives the Governor's Ambassador of Tourism Award.
- 1987** Hans Schuler serves as Chairman of Michigan Week for the third consecutive year.
- 1987** Schuler's in Marshall receives *Restaurant Business'* "Top 100 Award" and is rated three diamonds by AAA.
- 1988** Schuler's unveils the Signature Room as a cozy place to serve small groups. The Inner Circle dining room is remodeled and updated.
- 1998** Sue Damron is hired as Executive Assistant to the Chairman, Hans Schuler.
- 1988-1989** Hans Schuler serves as Chairman of AAA Michigan's Board of Directors.
- 1989** Schuler's in Marshall wins its 37th consecutive Travel Holiday Fine Dining Award.

## 1990s

- 1990** Schuler's launches a casual theme restaurant, Schu's Grill & Bar, in St. Joseph, Michigan, with Larry Schuler becoming manager and owner in 1994.
- 1993** A new bakery in Schuler's Marshall kitchen is constructed; all breads, crackers, rolls and desserts are made from scratch and offered for retail sale.
- 1995** Hans Schuler forms Schuler's Pub Advisory Board that meets periodically to review Pub menus and drinks.
- 1996** Schuler's develops Heritage Cheese Spread in Schuler's kitchen and offers it exclusively in the restaurant.
- 1998** The historic Marshall restaurant is refurbished, including expansion of Winston's Pub and introduction of the Lodge room, where the Inner Circle room had been.

## 2000s

- 2002** *AAA Michigan Living* magazine names Schuler's one of Michigan's "Best Treasures" for its Sunday brunch.
- 2002** Larry Schuler serves as President of the Michigan Restaurant Association.
- 2004** Schuler's celebrates its 95th Anniversary and publishes a cookbook—*Schuler's Fresh Recipes & Warm Memories*—with Jonathan Schuler, Hans' son, as the chef and recipe author.
- 2008** New seasonal outdoor patio dining is added to the Pub.
- 2008** Schuler's receives the DiRoNA Award from the Distinguished Restaurants of North America for consistent excellence in dining.
- 2009** Schuler's celebrates its centennial year of dining and hospitality.
- 2009** Hans Schuler receives the Governor George Romney Lifetime Achievement Award.

## 2010s

- 2010** Schuler's responds to community crisis as oil spill occurs in Marshall, ramping up to feed over 2,500 meals to clean-up crews round-the-clock each day at multiple locations throughout the area. This effort lasted months.
- 2010** Hans Schuler names Sue Damron Executive Vice President and Chief Operating Officer. Damron, promoted from within the organization, began at Schuler's in 1998.
- 2011** Schuler's is featured in the cookbook *Pure Michigan: Eating Fresh and Local in the Great Lakes State*.
- 2012** Hans Schuler is recognized as National Restaurateur of the Year by the prestigious *Independent Restaurateur Magazine*.
- 2012** Signature Room patio is re-designed, landscaped and room interior is updated.
- 2014** The Grille at Winston's Pub opens, recognizing the continuing growth in Pub dining.
- 2014** Promotion of Sue Damron to President and Managing Partner of the organization.

- 2015** A new oven is installed in bakery to accommodate increased output of baked goods. Pergola and grill station are added to the front patio area. New service bar is added in the Grille to handle increased occupancy in the Centennial Room. Heritage Rooms are renovated with new wall coverings and décor.
- 2016** The lobby receives a new layout design, complete with a reception desk, retail space, new carpet and light fixtures.
- 2019** Mlive.com names Schuler's Restaurant as #4 on its "Michigan's 12 Most Iconic Restaurants" list.
- 2019** In November, Sue Damron acquires Schuler's Restaurant & Pub and becomes its President & CEO. With more than 25 years' experience, Damron serves as chair of the Marshall Area Economic Development Alliance, sits on both the Downtown Development Authority and the Local Downtown Finance Authority boards, and is past chair of the Marshall Main Street Board and a former board member of the Michigan Restaurant Association.

## 2020s

- 2020** The Schuler's team adjusts to the international COVID-19 pandemic by modifying hours, reorganizing for social distancing, adopting safety procedures, reevaluating operational strategies and expanding its take-out menu options.
- 2020** Winston's Pub was significantly renovated, while maintaining the quaint feel of the early twentieth century space. Elevated stage areas were removed and the wall between the Pub and the Centennial Room (main dining room) was opened up. Old vinyl floor tiles were replaced, ceilings were painted, and the intimate two-person booths were moved from the center of the room to the outside wall. At the far end, railings were removed, and spaces opened to allow better traffic flow into the Grille Room and the Patio area. At the bar, the draft system was also amped up, doubling its number of tap handles to enhance the selection of local craft beer, cider and sangria.
- 2022** Work begins to convert former hotel-turned-storage/office-space into seven much-needed mixed-income apartments on the second and third floors of Schuler's Restaurant, supported by a Community Development Block Grant from the Michigan Strategic Fund. The first tenants moved in January of 2023. Phase II includes the addition of five hotel rooms in a separate upper level wing of the restaurant opening in June of 2023.
- 2022** Sue Damron acquires an abandoned 13,305-square-foot historic building 112 N. Eagle St. in downtown Marshall - within walking distance to the Schuler's - to be converted in the coming year as a multi-use private event space, under the direction of Nineteen Zero Nine LLC. The space will be managed by the Schuler's team, including catering from the restaurant and accommodations in the new hotel space.