



**NEWS RELEASE  
FOR IMMEDIATE RELEASE  
IN THE DES MOINES REGISTER**

**Date: November 14, 2011**  
**To: Dave Elbert, Business Editor**  
**Des Moines Register**  
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**Subject: Maid-Rite Celebrates its 85th Anniversary in Opening New Stores, Launching a New Menu and Implementing New Marketing Strategies through Social Media**

**Maid-Rite Celebrates its 85th Anniversary on November 19, 2011**

Maid-Rite, famous for its one of a kind fresh ground beef sandwiches served on a warm, steamed bun, that is a restaurant icon and loved by its thousands upon thousands of lowans, is proudly celebrating its 85 years of serving their loyal customers since its founding in Muscatine, Iowa in 1926.

We take great pride in not only serving our loyal customers in the 40 franchisee Maid-Rites operating here in Iowa but also in being the Nation's first quick serve, casual dining franchise chain, including being the first restaurant chain to have walk-up or drive-up services for our customers' convenience.

In respect of our heritage, going back 85 years, our focus will always be on our popular signature Maid-Rite sandwiches that we are known and loved for among our hundreds of thousands of customers, including retaining our diner-style look to our restaurants with stools, booths, tables and chairs in our familiar retro diner-style decor. But we can't rest on our laurels, for we must implement new menu ideas that our customers are asking for, especially in the new markets that we are going into in opening new franchisee owned Maid-Rites outside of the Midwest," emphasized CEO Bradley Burt of Maid-Rite.

**Opening New Maid-Rite Franchisee Restaurants in States Outside of the Midwest has Created the Need to Have More Variety in the Maid-Rite Menu**

Maid-Rite currently has new franchisee restaurants under construction in states beyond the Midwest, such as in Arkansas, Colorado, North Carolina and Texas, with additional new units planned for Arizona, Florida, Montana, Oklahoma and Utah.

According to Tania Burt, Executive Vice President of Maid-Rite, "We have many loyal Maid-Rite fans in these states where we are opening new franchise owned and operated restaurants, however, the general public in these areas in not being familiar with our Maid-Rite sandwiches, also wants an expanded menu that requires enhancing what we currently offer.

We also must recognize that the restaurant customer of today wants not only more variety, but also in having a healthier menu, which is a trend we see throughout our existing markets and the new markets we are going into.

In many of the locations where we have new Maid-Rites opening or on the drawing board, the customers in these areas are also looking for more variety for their evening or dinner meal, which we felt it was important to also address in the development of our new menu offerings.

### **Maid-Rite Launches Its New Menu to Provide More Variety and Healthy Items for Their Customer's Selection**

Starting at the Jordan Creek Maid-Rite on Mills Civic Parkway in West Des Moines coinciding with Maid-Rite's 85th Anniversary this week, Maid-Rite launched last week its new and expanded menu that has received rave reviews from their customers.

The new Maid-Rite menu that still centers on the Maid-Rite fresh ground beef made to order sandwiches now has on the menu added choices of cheeses that customers can order ranging from white cheddar, classic American, mozzarella, muenster, Swiss, even adding a Blue-Rite, which is topped with artesian blue cheese and is quite delicious.

The new menu in the sandwiches being added also features smoked turkey and smoked chicken that are smoked fresh at the Maid-Rite and served on a Ciabatta bun. Other mouth watering sandwiches that have been added to the Maid-Rite menu are a Rare-Bit, Italian-Rite, an Iowa Cheese Steak and Beer Battered Cod Fillet sandwiches that customers can sink their teeth into. Maid-Rite is also serving a center-cut hand-breaded homemade pork tenderloin that is so big that it looks like a flying saucer when it sticks outside the bun, which is a meal within itself.

Maid-Rite in the sandwiches it offers on its menu has retained its popular Smokin' Good BBQ menu items, such as the hand pulled slow smoked pork and smoked turkey. Additional popular menu items have been brought back that Maid-Rite fans have enjoyed, including the classic hot roast beef sandwich with mashed potatoes and gravy.

The new Maid-Rite menu, also offers many healthy selections for customers with hickory smoked chicken with peach barbecue, delicious but light and low cholesterol and new gourmet salads in the hickory smoked chicken salad, the slow smoked turkey salad and their gourmet mixed green salad, with cucumbers, tomatoes, red onions, croutons, asiago cheese, tossed with balsamic vinaigrette.

Maid-Rite has also added wraps that consists of a veggie wrap, hickory smoked chicken wrap and a smoked turkey wrap served on a multi grain tortilla that has also been a big hit with customers, which are low calorie menu items customers can choose from.

Other new menu items for customers to enjoy consist of sides that are now being offered such as fresh made chips, Yukon Gold smashed potatoes, smoked baked beans, country potato salad, pasta salad, even homemade buttermilk onion rings, along with the Made Famous Chili that Maid-Rite has always been known for.

Maid-Rite restaurants in the new menu will also offer a rotation during the week of the Chef's Soup, which are especially popular in the winter time or served in a soup and salad combination.

Maid-Rite has also launched new choices in its thick malts and shakes, which it is famous for, in addition to its vanilla, chocolate and strawberry flavors, in adding having triple berry and peach for their customers to choose from.

In the restaurant business, it is important to listen to one's customers in regard to what they tell us that they would like us to serve on the menu. Many of the new menu items that we are now implementing are a direct result of what our customers want in an affordable, great tasting menu that is made fresh at the time of their order.

"We will never lose sight that what we also serve in our restaurants, in addition to our menu, is friendly, hometown hospitality in the quality of the service that we provide to each and every customer day-in and day-out, that we are privileged to have come to our restaurants," further emphasized, CEO Burt.

In promotion of Maid-Rite celebrating its 85th Anniversary and also in the launching of the new Maid-Rite menu for customers who come to the Jordan Creek Maid-Rite on Mills Civic Parkway on Monday, November 21<sup>st</sup>, they can order a Maid-Rite sandwich for only 85-cents.

The company hired a well known local chef, Jammie Monaghan, to facilitate the development of the new Maid-Rite menu that can be served in Maid-Rite's 70 franchisee restaurants presently located in 10 states across the nation.

### **Utilizing 21<sup>st</sup> Century Marketing Strategies to Attract New Customer Segments to Maid-Rite Restaurants**

Even though Maid-Rite has experienced 85 years of success in the restaurant business, but that does not stop this revered brand from using what is new and hip in marketing techniques to attract customers. Maid-Rite, in recognizing that one of the fastest growing customer segments across the country, are those customers who are under the age of 30 who not only tend to eat out often but also utilize the new forms of social media of not only communicating but it is where they find their information which includes restaurants to go to.

Maid-Rite, for the past year, has been working with students at the University of Iowa through the Marketing Institute in developing new social media strategies through Twitter, Facebook, Four-Square and Linked-In, including enhancing Maid-Rite's website, that not only can increase awareness for Maid-Rite restaurants but also to let customers become more interactive with Maid-Rite as a brand and through communicating with their individual franchisee restaurants that they frequent.

In addition to the team at the University of Iowa who is working with Maid-Rite on their social media platform, Maid-Rite is also working with students at Iowa State University, through their Marketing School, who are developing a new app for I-Phones that customers can use, based on where they are located to find Maid-Rite restaurants.

Tania Burt, who is in charge of the Maid-Rite social media project said, “Even though we are a successful 85-year-old restaurant brand, we are very excited about utilizing the new social media platforms that restaurants, like Maid-Rite, must utilize to enhance in not only individual restaurant sales, but also to provide more information to interested franchisee prospects to help generate franchise sales.”

Maid-Rite has formed a team of marketing students who have recently graduated or are still in school, which includes Natasha Ahmed, Emily Dayton and Bobby Reese, who are working on the new social media marketing campaigns and also in developing new tactics to assist new Maid-Rite franchisee stores when they open to make customers more aware of the new Maid-Rite opening in their communities.

### **Maid-Rite Offers New Services for its Customers**

#### **Occasions Made Right Catering Services**



In May of 2010, Maid-Rite unveiled a new catering services division under the name of Occasions Made Right to provide catering for social and business occasions, such as six course meals served at in-home parties, large social gatherings, weddings and graduation parties, along with business events for large groups.

We thought of the name Occasions Made Right as a nice play on words from Maid-Rite.

Tania Burt said that, “With the hiring of Jammie Monaghan as our Executive Chef with Occasions Made Right, we have catered over one hundred events this past year, with such events as the Salisbury House Great Gatsby party attended by over 500 people, the Big Hair Ball at the Des Moines Art Center that served 350 guests and for several events held by of the Presidential candidates when the come to Iowa, to name a few events Occasions Made Right has catered.”

The Catering Services and operating procedures is something that Maid-Rite also makes available to their franchisees, so they have the option of implementing this service in their individual Maid-Rite restaurants, providing they have the square footage in their restaurants for a catering operation and in the need to hire an executive chef to prepare the higher end menus that catering customers demand.

### **Mobile Maid-Rite Trucks**

Maid-Rite is also working with Moby Munch, which is a California based company that manufactures mobile food service trucks that can be utilized by Maid-Rite’s franchisees in their various locations to expand their services to a larger geographic area around their individual Maid-Rites.

Several of our existing franchisees, using their Maid-Rite restaurant as their base of operations or commissary, operate mobile Maid-Rite trucks that go to different cities, surrounding their Maid-Rites, in which they on a scheduled weekly route serve a limited menu of Maid-Rites, chips, baked beans and soda pop. As an example, our franchisee in Rochester, Minnesota travels to Albert Lea and Owatonna during the week and will do \$1,000 to \$1,200 in daily sales through their Mobile Maid-Rite truck. "As a matter of fact, due to the success that our Rochester franchisee has had in Albert Lea, has now lead them to open a new Maid-Rite restaurant to serve the residents of Albert Lea because of the strong demand for Maid-Rite that they experienced with their mobile unit, when traveling to this city," mentioned Bradley Burt.

### **Maid-Rite Recently Received the Prestigious 2011 Iowa Beef Backer National Award**

Maid-Rite, which serves only fresh Midwestern ground beef in its restaurants, was awarded through the Iowa Beef Industry Council the 2011 Beef Backer National Award, as the Iowa winner. Through the Iowa Beef Industry Council, as the state of Iowa winner, Maid-Rite is up for the National Beef Backer Award, which will be announced in December.

### **Jim Zabel as Maid-Rite's Spokesperson**

In having Jim Zabel, the famed WHO broadcaster and radio personality who serves as Maid-Rite's spokesperson and voice on the Maid-Rite radio commercial, you have two Iowa "Icons" working together.

Jim is a big Maid-Rite fan, who just loves the Maid-Rite sandwiches that we ship to him and his wife, Jill, at their home in Arizona, so when he says in our radio commercials about Maid-Rite, "I Love 'em! I Love 'em! I Love 'em!," he really means it.

"Wherever Brad and I go, people tell us how much they appreciate an icon like Jim Zabel for all he has done for the State of Iowa and in how much they enjoy listening to Jim on the radio. Without a doubt, Jim Zabel is a wonderful Ambassador for the State of Iowa that we are proud to have as part of the Maid-Rite team," Tania Burt happily added.

### **These are Exciting Times for Maid-Rite in Serving Their Loyal Customers**

"These are exciting times not only in celebrating our 85th Anniversary, but also in what we are doing in the launch of our new menu items that our customers will enjoy, along with our involvement in social media for advertising and communicating with our customers and in opening the new stores that we have not only under construction, but also for opening other new planned Maid-Rite locations in Ames, Iowa; Charles City, Iowa; Webster City, Iowa; Wheat Ridge, Colorado; Naples, Florida; Cape Girardeau, Missouri; Missoula, Montana; Grand Island, Nebraska and Layton, Utah, to name a few, that we have on the drawing board,"

"When Maid-Rite celebrates its 100 Anniversary in the not too distant future, we hope to have Maid-Rite franchise restaurants operating in all 50 states serving our one of a kind delicious menu that our customers just love to eat," CEO Burt stated with enthusiasm.

For additional information relating to the above, please contact:

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Also, attached for your use in the Maid-Rite article are the following graphics and photographs:

New Maid-Rite Menu  
Maid-Rite Logo  
Occasions Made Right logo  
Historic 1926 photo of the Muscatine Maid-Rite building  
Historic vintage photo of the interior of the Muscatine Maid-Rite