



FOR IMMEDIATE RELEASE

Truitt Brothers is Honored with Newcomer Award from Culver's Restaurants

Midwest Sales Manager Delivers a Harvest of Pumpkin When Demand for a Seasonal Treat Exceeded Existing Supply

SALEM, Ore. – April 5, 2011 – For the last two years, many suppliers of processed pumpkin have had to contend with lackluster harvests, making it difficult to meet the demand from large restaurant chains and foodservice operations for pumpkin puree and pie filling. Not so for Oregon-based premium food processor Truitt Brothers. When they were approached last year by Culver's, a franchise with 428 independently owned and operated restaurants in 19 states, Truitt Brother's Midwest-based Sales Manager, Laurie Eckstein, responded with plenty of Oregon-grown pumpkin pie filling, perfectly seasoned with cane sugar, cinnamon, nutmeg, ginger, cloves and allspice.

"When we introduced the Pecan Pumpkin Concrete Mixer and other pumpkin treats in 2010 and exceeded our sales forecast, Truitt Brothers came to our rescue, working closely with our distribution centers to make sure product was available," said Donette Beattie, Culver's Vice President of Supply Chain. "Our transition with Truitt Brothers as a new supplier partner has been incredibly smooth."

While the "Newcomer Award" recognizes Truitt Brothers as a company that stepped up to meet Culver's pumpkin needs in 2010, the appreciative restaurant franchise also values Truitt's "Oregon Sustainability Award." Received in 2010, the award is in line with Culver's "Mindful Choices," a tool used in product and supplier selection, and it applauds the Oregon processor's dedication to stewardship of the land, its citizens and its resources through Food Alliance certification.

"It's always a thrill to us when we can play a role in completing the creation of a noble supply link between operators and growers," said Peter Truitt, co-founder of Truitt Brothers. When an operator can proudly tell a story about their food, we know we've done our job."

Having already created a supply chain for the central ingredient in its shelf stable Pumpkin Pie Mix, Truitt Bros. was able to source for Culver's needs from Stahlbush Island Farms, a Food Alliance-certified grower located just down the road from Truitt's Salem, Oregon facility. In addition to providing a much needed product, Truitt Brothers was able to offer Culver's cost neutral pricing on a product of excellent quality processed in its Food Alliance certified processing plant.



About Truitt Bros., Inc. | www.truittbros.com

Truitt Brothers has been a leader in the shelf-stable foods industry since 1973. This position has been established through innovation and by bringing quality, customized, shelf-stable foods to a wide variety of establishments, from restaurants to colleges and universities, to healthcare facilities and grocery retailers. Headquartered in Salem, Oregon, with additional production facilities in Kentucky, Truitt Brothers understands what fresh, great-tasting food is all about. For more information visit www.truittbros.com.

About Culver's

Culver's serves fresh food, always cooked to order, with genuine family values to each and every guest. Culver's is an expanding franchise system with 428 independently owned and operated restaurants in 19 states. The restaurants' award-winning customer service is based on small-town, Midwestern values, genuine friendliness and an unwavering commitment to quality and cleanliness. Signature items include the ButterBurger[®], made from fresh, never frozen U.S. beef, and fresh Frozen Custard, including the famous Flavor of the Day program. For more information, visit www.culvers.com, www.culvers.com/facebook or www.twitter.com/culvers.

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