

**FOR IMMEDIATE RELEASE**



## **Press Release**

**Date:** January 18, 2008  
**Contacts:** Blazin' Beier Ranch, Inc: Lisa Tonjum, Partner (507-254-1573)  
Whiskey Creek Franchise Systems, LLC: Jim Gardner, President (308-234-2757)  
**Subject:** Whiskey Creek Franchise Announcement

Whiskey Creek Franchise Systems based in Kearney, Nebraska is proud to announce that the 9th Whiskey Creek® Wood Fire Grill franchise has been sold to Blazin' Beier Ranch, Inc. and is set to open July 28<sup>th</sup>, 2008 in Rochester, Minnesota. Whiskey Creek® is the largest Nebraska-based steak restaurant chain with 15 restaurants open, and four more under construction, in Nebraska, Kansas, Missouri, Florida, Minnesota, Arkansas, and Iowa. Rochester will be the 19<sup>th</sup> restaurant in the chain.

Whiskey Creek® Wood Fire Grill features grilled menu items cooked over a hardwood fire of oak and ash. The restaurant's famous wood-fire grill combined with Whiskey Creek's® own proprietary seasonings give meals a unique flavor. The menu offers something for everyone including steak, BBQ, seafood, pasta, sandwiches, burgers and salads. Another feature of the restaurant is its 50 plus flavors of margaritas.

Whiskey Creek® Wood Fire Grill serves the finest beef this country has to offer. It was the first restaurant chain to feature source-verified beef, beef that has been tracked since birth. It was also the first chain in the nation to introduce the Flat Iron steak in 2002. This signature steak cuts like a filet and tastes like a strip.

Whiskey Creek's® growth strategy includes smaller markets, not large metropolitan areas. The Rochester Whiskey Creek® will be located at 1705 Broadway Avenue South, at the site of "The Ranch" Restaurant. The restaurant will be undergoing major renovations and will feature a unique and distinctive western décor.

The restaurant is owned by Jim Beier who has operated The Ranch site since 1976. When asked why he chose to open a Whiskey Creek® franchise, Mr. Beier replied: "When I first saw Whiskey Creek's menu, I said 'They've got what I want!' This concept is something that I couldn't develop through my own means, but was exactly what I wanted to offer my guests."

The restaurant will be managed by partners in ownership Lisa Tonjum and Jessica Prescher. Lisa has B.S. and M.A. degrees in Business. She had 7 years experience in management with Baker's Square before she began managing The Ranch in 1993. Jessica began working for the Ranch in 1993, starting in a waitress position and working up to management. The girls took an ownership stake in the restaurant in 2004.

"I have known the Beier family for nearly 30 years and I look forward to having them join our Whiskey Creek family," said Jim Gardner, president and owner of Whiskey Creek Franchise Systems.

Prior to opening, Whiskey Creek® will hold a VIP celebration for local members of the Rochester Chamber of Commerce. The Restaurant will also host a special event called a "branding party," where it invites local cattlemen to burn their brands into the restaurant's bar.