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### **GEORGE WEBB'S EXTENDS "6-FOR-5" SEASON TO INCLUDE SPRING TRAINING**

MILWAUKEE, (February XX, 2008) – George Webb Restaurants is firing up the grills to help shake off some of the winter's blues. For the first time, George Webb is offering its popular 6-for-5 burger promotion during Spring Training. Each time the Milwaukee Brewers score five or more runs during a game, George Webb will serve customers six hamburgers for \$5 until midnight the following day.

The George Webb 6-for-5 burger promotion has been in play since 2003. Last season, the Brewers scored five or more runs 75 times.

In addition to extending the 6-for-5 season, 2008 is also the year George Webb celebrates 60 years in Milwaukee. It was back in the 1940s when George Webb started the prediction that would become the restaurant chain's most memorable campaign. It is said Webb predicted 17 consecutive wins for the Brewer teams of the American Association. When the Braves moved to Milwaukee from Boston in 1953, a prediction of 12 wins in a row was painted on the Webb restaurant walls and advertised in newspapers.

On Easter Sunday, April 19, 1987, under rookie manager Tom Trebelhorn, the prediction, literally, paid off. The Brewers beat the Texas Rangers in a dramatic come-from-behind victory to notch their 12<sup>th</sup> consecutive win. Although Webb had never said what he'd do if the Brewers won 12 straight, three days later George Webb restaurants were handing out fresh Webb burgers to hungry residents throughout the state. On April 22, George Webb Restaurants served 168,194 free hamburgers to celebratory fans, from noon to 8 p.m.

**All the Fixings:**

To meet the demand in 1987, George Webb:

- Ordered more than 25,000 pounds of ground beef and 173,000 hamburger buns
- Used 573 gallons of catsup and 286 gallons of brown mustard
- Topped the burgers with 2,868 pounds of onions and 367,180 slices of pickles

**The Crowd:**

To handle the expected crowds:

- 25 police departments were notified in advance of the giveaway
- Two – four security guards were stationed at each Webb location
- Additional cooks and waitresses were on hand from Noon – 8 p.m. However, no new personnel were hired. The staff simply worked extra shifts
- At the Webb's on Farwell, seven cooks and 12 waitresses were on duty – three times the usual number
- At an average of 300 customers per hour at each location, 50 hamburgers were handed out every 10 minutes

**The Reaction:**

While many fans ate their burgers immediately,

- Ralph Wattstein, who was at the Oakland Avenue Webb's, vowed not to eat his burger. "I'm freezing my burger because this is history. I've been waiting for this for many, many moons."
- Some fans asked Dave Stamm, the then-company president, to autograph their burger.

**Info:**

Founded in 1948 at the corner of Ogden and Van Buren streets in Milwaukee, George Webb now operates 41 restaurants throughout metropolitan Milwaukee and eastern Wisconsin, including Appleton, Burlington, Cedarburg, Germantown, Hartford, Kenosha, Oconomowoc, Port Washington, Racine, Watertown, Wauwatosa, West Bend and Webb's newest location in Peshtigo.

The company is credited as the first 24-hour restaurant chain in Milwaukee.

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