

6 FOR \$5 WAS ANOTHER HUGE HIT THIS SEASON

In 2004 George Webb added a new prediction to their long standing 12 game winning streak prediction ... “the Brewers will score 5 or more runs in today’s game” was the new prediction. To payoff on the 5 or more run prediction, George Webb offered 6 burgers for \$5 to hungry Brewers fans once the 5th run was scored until midnight the following day. This prediction was a huge success last season and it was an even bigger hit this year!

Last year, the Brewers accomplished the feat 58 times, sending grateful fans rushing to George Webb’s 40 locations to claim their burgers. However, this year’s much-improved team, featuring powerful new cleanup hitter Carlos Lee and rookies Rickie Weeks and J.J. Hardy, kept George Webb’s cooks and servers significantly busier. This season, the Brewers compiled an impressive 56 and 15 record in the 71 6 for \$5 games.

While the Brewers were receiving the credit for their increased production at the plate, it was the dedicated Webb’s staff that kept the bellies of Wisconsinites filled with discounted burgers. In the days following a 6 for \$5 game, Webb’s served an astounding 56,000 pounds of burgers to hungry baseball lovers.

For as long as most Wisconsinites can remember, George Webb Restaurants has predicted consecutive victories for Milwaukee’s baseball teams. This prediction goes back to the 1940’s when 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 April 19th, 1987, Easter Sunday, the prediction came true when the Brewers beat the Texas Rangers in a come-from-behind victory to notch their twelfth 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 free burgers to residents throughout the state. From noon – 8 p.m. on April 22, George Webb Restaurants served more than 168,194 free hamburgers to celebratory fans.

With the success of this year’s Brewer team, fans around the state have high hopes for the team next season. No one, however, has higher expectations than George Webb. They see a bigger and better year for the Brewers next season. So you hungry Wisconsinites, get ready for big scores, big savings, and full stomachs in 2006.