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For Immediate Release

Big Boy Restaurants International LLC Launches Its 23rd Annual Strawberry Festival for Sweet Flavorful Fun with America's Favorite Berry

Warren, Mich. — (April 28, 2004) — Warm weather is here and that means long, carefree days, the start of strawberry season and the launch of **Big Boy Restaurants famous Strawberry Festival**. Big Boy Restaurants International LLC will celebrate its 23rd annual Strawberry Festival **May 3 – June 20**. For seven sweet weeks all Big Boy Restaurants in Michigan, Cleveland and Akron, Ohio will present mouthwatering desserts made with fresh strawberries, offered at special prices to make you say *Ohhh Boy!*

This year's Strawberry Festival offers an array of delicious strawberry desserts sure to satisfy any sweet tooth and healthy diet. Strawberry lovers can enjoy:

- **Big Boy Famous Homemade Strawberry Pie** for \$1.29 a slice, or a whole pie for \$8.99.
- **Big Boy Strawberry Shortcake** — a moist pound cake topped with Big Boy premium French vanilla ice cream or Big Boy fat free yogurt smothered with fresh strawberries and whipped cream for \$2.49 or \$1.69 without ice cream/yogurt.
- **Big Boy Premium Ice Cream or Health Smart Yogurt** — two scoops for \$1.79.
- **Big Boy Premium Strawberry Ice Cream or Fat Free Yogurt Shake or Malt** for \$2.49.
- **Big Boy Strawberry Super Sundae** for \$2.59 — two big scoops of Big Boy premium French vanilla ice cream or Big Boy fat free yogurt topped with fresh strawberries, whipped cream and a cherry.

“The Strawberry Festival is one of our most popular events,” says Tony Michaels, CEO of Big Boy Restaurants International LLC. “With America’s mind on healthy food options we are also proud to offer our customers low fat food choices by including fat free yogurt to meet their dietary needs.”

During the Strawberry Festival, the Big Boy commissary packages and ships 21,600 pints of fresh berries to its restaurants each week to keep up with the demand — nearly double the normal amount.

Almost everyone loves the sweet berry. Ninety-four percent of households consume strawberries each year, but how much do they know about this favored fruit?

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- The first American species of strawberries was cultivated around 1835.
- Strawberries are grown throughout the United States as well as Canada, South America, Europe and Asia.
- Although there are many theories as to how the fruit got its name, most agree that it originated from the plant's method of propagation – sending out straw-like runners across the ground.
- The ancient Romans believed strawberries alleviated symptoms of melancholy, fainting, inflammations, fevers, throat infections, kidney stones and bad breath.
- Enough strawberries are produced each year in the U.S for every citizen to eat about four pounds of the fruit per year.
- Strawberries are the only fruit with seeds on the outside rather than the inside. On average there are 200 seeds on a strawberry.
- Strawberries are an excellent source of fiber and potassium. One cup of strawberries contains 55 calories and 80 percent of daily recommended vitamin C. Do not, however, break off the cap because this breaks down the vitamin C content.

Even though millions of strawberries are produced each year, the Big Boy Strawberry Festival only lasts a short time. Stop by your local Big Boy restaurant before June 20 for your favorite Strawberry Festival treat.

Headquartered in Warren, Michigan, Big Boy Restaurants International LLC is the exclusive worldwide franchiser of more than 455 Big Boy Restaurants in the United States and Japan. Visit us at www.bigboy.com.

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Strawberry information provided by the Michigan Department of Agriculture, www.michigan.gov.