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24th Annual Big Boy Strawberry Festival Features New Treats!

Warren, Mich. — (May 20, 2005) — Start saving room for dessert because the famous Big Boy Strawberry Festival is underway! Until June 26, for the 24th year, Big Boy Restaurants International LLC will offer a variety of fresh strawberry desserts at special prices, sure to make your sweet tooth and your wallet embrace. All of the Big Boy Strawberry Festival desserts are made with fresh strawberries — never frozen! And this year's selection includes two new items:

- **New! Big Boy Hot Fudge Strawberry Ice Cream Cake** – a thick scoop of Big Boy brand premium strawberry ice cream layered between two moist pieces of chocolate cake, topped with strawberry slices, hot fudge and whipped cream.
- **New! Big Boy Strawberry & Ice Cream Puff** – a scoop of Big Boy brand strawberry ice cream over a fresh-baked cream puff, topped with strawberry slices, strawberry syrup and whipped cream.
- **Big Boy Famous Homemade Strawberry Pie** – whole or by the slice.
- **Big Boy Strawberry Shortcake** — a moist pound cake topped with Big Boy brand premium French vanilla ice cream or Big Boy fat-free yogurt smothered with fresh strawberries and whipped cream.
- **Big Boy Premium Strawberry Ice Cream or Health Smart Yogurt**
- **Big Boy Premium Strawberry Ice Cream or Fat-Free Yogurt Shake or Malt**
- **Big Boy Strawberry Super Sundae**— two big scoops of Big Boy brand premium French vanilla ice cream or Big Boy fat-free yogurt topped with fresh strawberries, whipped cream and a cherry.

- More -

Strawberry Festival

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“We have enjoyed satisfying our customers’ sweet tooth for the past 23 years, and we are excited to do it again,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “Year after year, the festival creates a buzz amongst every kind of customer we serve, and we love delivering on it.”

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.

While this may indicate the fruit’s popularity, how much does the average consumer know about nature’s red treat?

- Strawberries have grown wild for over 2,200 years, and are native to every continent except Africa. Strawberries were recorded in Italy as long ago as 234 BC.
- Historically, fresh strawberries have been believed to be therapeutic for various ailments including loose teeth and gastritis.
- A mash of strawberries is said to be able to reduce the sting of sunburn when rubbed over the skin.
- The strawberry is the only fruit with its seeds on the outside. The average strawberry contains roughly 200 seeds.
- Various theories exist as to the creation of the fruit’s name, including a straw-like resemblance of the fruit’s first runners, and an old practice of protecting them with layers of straw in early growth stages.
- 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.

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.

Note: Strawberry information compiled from the following web sites:

- <http://www.sallys-place.com/food/columns/herbst/strawberry.htm>
- http://www.dole5aday.com/FoodService/Fun/Characters/F_Strawbs.jsp?topmenu=2
- <http://www.powersource.com/cocinc/articles/strwbry.htm>
- <http://www.michigan.gov/mda/0,1607,7-125--12680--,00.html>

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