



**FOR IMMEDIATE RELEASE:**

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**Wisconsin Hospitality Group Announces the  
closing of its Applebee's Restaurant in Watertown, Wisconsin**

Waukesha, WI – Friday, May 19, 2017 – Wisconsin Hospitality Group, WHG, announced that it will be closing the Applebee's restaurant located in Watertown, Wisconsin, with the last day of operation on May 30, 2017. The Watertown Applebee's is one of 35 Applebee's restaurants within the WHG restaurant franchise group.

In order to stay competitive in the rapidly changing restaurant category, WHG must continually assess its restaurant asset base and make decisions accordingly. As the restaurant located at 1512 South Church Street nears the end of its lease, and with the Hwy 26 bypass negatively impacting sales since the bypass opened, company owners have made the difficult decision to close the restaurant after serving our wonderful guests in the Watertown area for 12 years. Asset decisions sometimes include store closings as in this case, but more often than not they involve new store openings or remodels. The company will continue to upgrade its restaurant base as well as pursue additional new locations within the state.

Upon announcing the closing in Watertown, WHG has offered all salaried and hourly employees the opportunity to stay with the company and work in any of its other Applebee's restaurants or, possibly, in any of its 73 Pizza Hut locations.

Wisconsin Hospitality Group owns and operates more than 100 restaurants across Wisconsin, including Pizza Huts and Applebee's Grill & Bar restaurants, all committed to guest satisfaction and community support.

The company has a long history of giving back to the communities it is located in. In 2015 they established a non-profit foundation, WHG Cares, and throughout the last 16 years, WHG has been able to donate more than \$2.9 million in combined gifts to local charities including Children's Hospital, ProHealth Care, World Hunger Relief, Honor Flight and One Heartland. These donations were made possible by both the generosity of guests and the hard work of all WHG team members.

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