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PRESS RELEASE

White Lodging Names Eric Grimm as General Manager of Millioke Meat, Cheese and Beer

Grimm has big plans for the downtown Milwaukee restaurant

Merrillville, Ind. (January 25, 2016): With innovation top of mind and a strong commitment to customer service, Eric Grimm has taken the helm as the new general manager of Millioke Meat, Cheese and Beer, an urban tavern and dining room highlighting the hallmarks of Midwestern cuisine, located at 323 East Wisconsin Ave. in downtown Milwaukee.

Grimm has led the successful initiatives of some of Milwaukee area landmark restaurants including Bravo, Coopers Hawk Winery and Mason Street Grille. "Grimm has a knack for making good restaurants great by creating an experiential environment, creating unique offerings and consistently delivering exceptional customer service," said Chris Anderson, chief revenue officer and senior vice president of White Lodging.

"People go out to eat to celebrate, to socialize and to experience something that adds to what could be just a normal day, to be a part of that celebration is just amazing on a daily basis," Grimm said. "If I can enhance someone's day by creating a special moment and comforting food, [it] is an amazing feeling."

Grimm has already tailored a new Valentine's Day experience with a menu including coffee-rubbed New York strip, cold smoked pork porterhouse, bouillabaisse pasta, chocolate mousse napoleon and several other romantic delights.

"I love that Chef John Rudolph is doing something different with the menu specials such as offering a roasted cauliflower salad, and the pepper lobster bisque soup," said Grimm. "This is definitely something to complement our full menu."

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"Milwaukee is such an awesome city. Who can go wrong with meat, beer and cheese?" said Anderson, "We are excited to have Grimm on board and are sure he can expand Millioke's reach as the popular downtown power lunch spot and favorite place to experience authentic local Milwaukee cuisine for dinner."

Grimm is as authentic Wisconsin as the restaurant. He was raised in Appleton, Wisconsin and his wife is from Milwaukee. He attended the University of Wisconsin-Stout and has lived in the area for 10 years.

White Lodging Services Corporation was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company focused on developing and operating premium-branded hotels in growing urban markets across the United States. The company is a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid- to large-scale hotels. Its current portfolio consists of more than 161 hotels in 20 states and encompasses representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, Preferred Hotels & Resorts and InterContinental Hotel Group.

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