



*Levy Restaurants*

Contact:  
Jean Golden  
V.P. Public Relations  
*Schussler Creative, Inc.*  
(612) 385-2324

## **Schussler Creative, Inc. & Levy Restaurants Unveil New Bakery & Coffee House “Betty & Joe’s™” at Mohegan Sun Pocono Downs Casino**

**Betty & Joe’s™, Baker & Coffee Maker™ : You Can’t have one without the Other™.**

Wilkes-Barre, Penn., August 19, 2008 – **Schussler Creative, Inc.**, creator of restaurants, attractions and entertainment venues worldwide, along with Levy Restaurants has opened its new bakery & coffee house, **Betty & Joe’s™, Baker & Coffee Maker™** at **Mohegan Sun Pocono Downs** in Wilkes-Barre, Pennsylvania. This is the first location for Schussler’s **Betty & Joe’s™**, which is anticipated to roll out nationwide.

**Betty & Joe’s™** is aptly named “**Baker and Coffee Maker™**”, featuring a menu that redefines the idea of a coffee house. All of the coffee beans are freshly roasted on site, and java concoctions include a large selection of unique hot and cold creations. Surrounding the barista bar are large glass showcases filled with fresh baked, mouth-watering pastries including cakes, pies, turnovers, and hot, fresh oversized cookies. Our Barista’s are formally trained in coffee preparation and is ready and able to suggest the perfect pairing between a java drink and pastry pick.

“**Betty & Joe’s** represents the next generation of coffee houses. The public has tired of ‘cookie cutter’ coffee houses that serve predictable drinks and offer a limited selection of prepackaged pastries. **Betty & Joe’s** has a creative menu that features original coffee drinks in a spectrum of flavors, created for all tastes. Our pastries are all baked fresh on-site daily, and are decadent and delicious,” said Steven Schussler, Founder and Chairman of the Board, Schussler Creative, Inc. “The restaurant is designed to give our guests of all ages a warm and inviting experience.”

-More-

**About Betty & Joe's™, Baker & Coffee Maker™:  
You Can't have one without the Other™**

**Betty & Joe's** is based on a story about two lovebirds. Betty grew up with an insatiable sweet tooth, while Joe was practically born with a cup of java in his hand. Joe came upon Betty's bakery one day. After one taste of her six-layer carrot cake, Joe instantly fell in love with her and her pastries. Thus was born **Betty & Joe's** and their belief that **"You can't have one without the Other™"**.

The restaurant's décor and ambiance play an important role in the enchanting story. The colorful, modern artwork contributes to the sophisticated yet cozy atmosphere. The sleek French-1920's-modern mix invites its customers to relax in contemporary, comfy couches while they enjoy a cup of steaming coffee and fresh pastries over good conversation.

**About Schussler Creative, Inc.**

The Schussler Creative Team embraces imagination to design theatrical attractions, restaurant, and retail stores worldwide. Schussler Creative Chairman, Steven Schussler, is also the founder and creator of the popular Rainforest Cafe restaurant concept, which opened 45 stores on four continents in seven short years and went public with only one store open. Schussler and the Rainforest Cafe Board of Directors sold Rainforest Cafe to Landry's Restaurants in 2000. Current Schussler Creative projects include T-REX™ Café; Yak & Yeti™; Orange County Choppers America's RoadHouse™; Bikes Burgers and Barbeque™; Hot Dog Hall of Fame™; Aerobleu: The Spirit of Cool™; Dynasty™; Winter Wonderland™; Water, Fire & Ice, The Hottest Place on Ice™; Sorcerer's Kitchen: School of Wizardry, Food & Magic™; and Musical Garden: A Living Work of Art, Food and Music™. For more information on Minneapolis, Minn.-based Schussler Creative, visit [www.schusslercreative.com](http://www.schusslercreative.com).

**About Levy Restaurants**

Levy Restaurants, founded in Chicago in 1978, is recognized as one of America's fastest growing and most critically acclaimed restaurant companies, and is the leader in premium sports and entertainment dining. Levy's diverse and expansive portfolio includes award-winning restaurants such as James Beard-winning Spiaggia and Bistro 110 in Chicago, Fulton's Crab House, Portobello Yacht Club and Wolfgang Puck Grand Café at Walt Disney World Resort, renowned sports venues like Lambeau Field in Green Bay, STAPLES Center in Los Angeles, and Wrigley Field in Chicago, and events including Super Bowls, World Series, Kentucky Derbies and the Grammy Awards. For details, visit [www.levyrestaurants.com](http://www.levyrestaurants.com).

**-More-**

**About Mohegan Sun at Pocono Downs**

Mohegan Sun at Pocono Downs, Pennsylvania's 1st Casino, delivers exciting casino and racing action for residents and visitors to Northeast Pennsylvania. The casino offers 1,203 slot machines in the fun atmosphere of a remodeled portion of the clubhouse at the Pocono Downs racetrack. Open 24 hours a day, seven days a week, all of the slot machines feature the coin-less ticket-in/ticket-out technology. For more information, visit [www.poconodowns.com](http://www.poconodowns.com).

###

**Editor's Note**

For more information, photos and interviews please contact Jean Golden at (612) 385-2324 or at [Jean@GoldenPublicity.com](mailto:Jean@GoldenPublicity.com).