



Laboratory Tours



The Chicago Bandstand™

Passion and Imagination are two of the most powerful engines of success. Steven Schussler envisioned a restaurant centered around the tropical rainforest and called it Rainforest Cafe. In order to sell this concept he transformed his suburban home in Minnesota into a tropical rainforest prototype with rock formations and layered canopies of greenery with honeysuckle, grapevine and rope. The canopy was enriched by cascading waterfalls, mists that rose from the ground, a thatched hut, tiki torches, and full size animatronic gorillas, monkeys, elephants and alligators. Immersing himself completely, Steven lived with 40 tropical birds, two 150 year old tortoises, a baboon, an iguana, and schools of tropical fish housed in six 300-gallon salt water tanks.

With persistence and an unwavering belief in his dream Steven Schussler risked everything investing \$400,000 over a period of five years. He courted potential investors to his Rainforest home until he found Lyle Berman, a local investor, who finally said yes. Steven Schussler built 45 Rainforest Cafes® in seven years on three continents.

Now, Steven Schussler builds his creative prototypes at the Schussler Creative Laboratories. This exclusive tour, where dreams are made into reality, has not been open to the public. You will have the opportunity to go beyond the velvet ropes and experience what investors, developers, business executives and owners, who've come from all over the world, have seen.

Schussler Creative is considered to be the World's Premier Branding Expert™. Our innovative team embraces imagination and creates theatrical hospitality venues and experiences unlike any other. Some of the opened attractions, restaurants, and retail stores worldwide include:

Rainforest Cafe®: A Wild Place to Shop and Eat®

T-Rex Cafe™: A Prehistoric Family Adventure, A Place to Eat, Shop, Explore and Discover™

Yak & Yeti™: Anadapur – Family Friendly Asian Inspired Restaurant

Galaxy Drive In™: Aliens, Humans and All of Our Four Legged Friends Welcome™, Made on Earth™

Backfire Barbeque™: Bikes Burgers Barbeque™

Hot Dog Hall of Fame™: Frankly the Best Hot Dogs, Sausages, Dumplings and French-Fries in the World™

Betty & Joe's™: Baker & Coffee Maker™, You Can't Have One Without The Other™

Juke Box Saturday Night™: The Chicago Bandstand™

Embark on the VIP tour where you will see full-scale models of the attractions, restaurants, and retail stores before they are unveiled to the public. This is a once-in-a-lifetime opportunity. Here is a sneak peak of some **Inventions, Ideas, Contraptions and Dreams™** that are incubating at Schussler Creative:



Zi Imperial Kitchen™: Asian Antiquities & Culinary Art™

Aerobleu™: The Spirit of Cool™



Mahogany Bay™: Classic Wood Boats and Great Food™

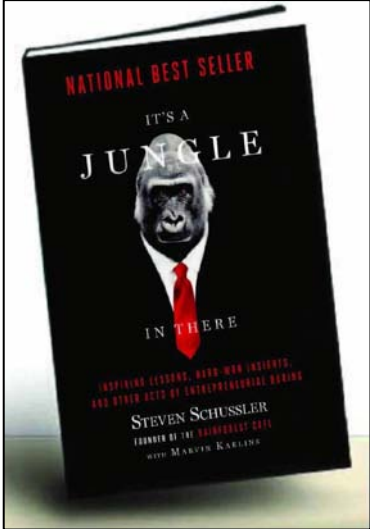
Winter Wonderland™: The Magic of Winter™

Water, Fire & Ice™: The Ultra Polar Lounge™: The Hottest Place on Ice™

Sorcerer's Kitchen™: School of Wizardry, Food & Magic™



With this mind-blowing tour, you will experience “Out of the Box” research and creativity in action. After seeing the extreme investment of time, energy, money and risks taken by Steven Schussler, people have gained a fresh perspective and have been inspired to make their own dreams become a reality. You’ve learned your ABC’s. Let Steven Schussler show you his CBA’s: Conceive, Believe, Achieve.



Laboratory Tour Includes:

- + A one and a half hour tour of the Schussler Creative Laboratories.
- + A roundtable discussion with Steven Schussler.
- + An autographed copy of his National Best-selling book, *It's A Jungle In There: Inspiring Lessons, Hard-Won Insights and Other Acts of Entrepreneurial Daring.*



For more information or for a customized consulting package quote, please contact Sunhi Ryan, Sr. Vice President of Sales and Marketing, at 763-746-3700 or sryan@schusslercreative.com www.schusslercreative.com