Visit SchulersRestaurant.com or call 269-781-0600 to make your reservation today.

115 South Eagle Street
Marshall, MI 49068
I-94 Exit 110 / I-69 Exit 36

Open everyday except Christmas
Mon - Sat 11 a.m. - 9 p.m.
Sundays 11 a.m. - 9 p.m.

Pub open until 11 p.m. on Fri & Sat

Reservations accepted but not required
Casual attire welcome
Banquet and meeting facilities available

A TRADITION WORTH VISITING

Since 1909
1900s
1909 Albert Schuler, Sr. opens a combination cigar store and restaurant on Main Street in Marshall.
1919 Purchases the building where the Stagecoach Inn stands currently and names it the Hotel Albert.
1924 Purchases the Royal Hotel and Restaurant in Marshall and renames it Schuler’s.
1928 Remodels the restaurant in the hotel.
1930 Win Schuler graduates from Albion College with a degree in history; serves as a schoolteacher and coach in Wakefield, Michigan for four years.
1934 Win Schuler returns to Marshall to run the 20-seat restaurant in his father’s hotel.

1940s
1940 Win Schuler expands the restaurant by adding the Frontier Room, and converts the adjacent building (a former livery stable and car dealership) into a bowling alley.
1945 After returning from World War II, Win continues the expansion of the restaurant. During a pin-boys’ strike, he decides that the bowling alley is not productive and the space would be better utilized as a dining room. It is remodeled into the present Centennial Room, and in 1946 opens for Christmas dining. The walls are adorned with enlarged photographs of Marshall’s many unique buildings, showcasing their special architectural features.
1948 Renovates a building on the north side of the Marshall restaurant (former upholstery shop) into the Dickens Room and gift shop, and opens for business on Thanksgiving Day, 1948.

1950s
1952 Introduces a cheese spread for guests to enjoy at the tables and in the bar, as a part of Win Schuler’s philosophy of offering guests something delicious as soon as they are seated. The snack is soon to become Win Schuler’s Bar-Scheeze.
1955 American Business Magazine names Win Schuler’s as one of the U.S. and Michigan’s Favorite Restaurants.
1959 Hans Schuler, Win’s son, graduates from Michigan State University with a degree from the hotel and restaurant school and joins the family business.

1960s
1961 The American Restaurant Hall of Fame invites Win Schuler’s restaurant into its membership.
1962 Duncan Hines Travel Book puts Schuler’s on their “Adventures in Good Eating” list.
1965 Win Schuler serves as President of the Michigan Restaurant Association.
1968 Hans Schuler refines the secret Bar-Scheeze formula, registers its trademark and introduces the popular product in supermarkets for the first time.

1970s
1970 Hans Schuler becomes President of Win Schuler’s, Inc.; Win Schuler takes on Chairman of the Board duties.
1972 Schuler’s Restaurant receives prestigious national Ivy Award for excellence, the first year the awards are given by the restaurant industry.
1975 Greater Guide Magazine names Win Schuler as “Host with the Most”.
1977 Michigan Governor Milliken proclaims Win Schuler’s of Marshall a Michigan Historic Landmark Site. A plaque is unveiled at the former Royal Hotel site.
1979 Renovates the original Win Schuler’s in Marshall and adds a new room, “The Courtyard”, remodels the Dickens Room to become “The Inner Circle”, in a more contemporary motif.
1980s
1982 Larry, Hans’ son, graduates from Albion College, and takes a position with Mondavi Winery, in California.
1984 Schuler’s refines the Bar-Scheeze formula and retains the manufacturing plant in Marshall.
1986 Win Schuler retires as Chairman of the Board. Hans acquires his father’s interest in the restaurant and becomes Chairman and President.
1988 Schuler’s celebrates its 75th Anniversary.
1989-1991 Schuler’s refines the Bar-Scheeze formula, registers its trademark and introduces the popular product in supermarkets for the first time.

1990s
1993 Constructs a new bakery in Schuler’s Marshall kitchen; all breads, crackers, rolls, desserts are made from scratch for the restaurant and offered for retail sale.
1995 Forms Schuler’s Pub Advisory Board that meets periodically to review Pub menus and drinks.
1996 Develops Heritage Cheese Spread in Schuler’s kitchen and offers it exclusively in the dining room.
1998 Refurbishes the historic Marshall restaurant including expansion of Winston’s Pub and introduction of the Lodge room where the Inner Circle room had been previously.

2000s
2002 AAA Michigan Living magazine names Schuler’s one of Michigan’s “Best Treasures” for its Sunday brunch.
2004-2006 Schuler’s celebrates its 95th Anniversary.
2006-2007 Schuler’s “Fresh Recipes & Warm Memories” cookbook is published with Jonathan Schuler, Hans’ son, as the chef and recipe author.
2008 New seasonal outdoor patio dining added to the Pub.
2008-2009 Schuler’s Restaurant & Pub receives the DiRoNA Award from the Distinguished Restaurants of North America, for consistent excellence in dining.
2009 Schuler’s celebrates its Centennial year of dining and hospitality.
2010-2011 Schuler’s celebrates its Centennial year of dining and hospitality.
2012 Hans Schuler recognized as “National Restaurateur of the Year” by the prestigious Independent Restaurateur Magazine.
2013 Signature Room Patio re-designed and landscaped.

The difference between good and great is just a little extra effort. — Biggie Munn