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FOR IMMEDIATE RELEASE

The Roman Candle to Open Fourth Location in Madison Children's Museum

MADISON, Wis. (Monday, May 23, 2011) — Madison Children's Museum will welcome The Roman Candle, a local kid-friendly restaurant, to its DeAtley Community Concourse on June 11.

The museum will be the fourth location for The Roman Candle, which opened its first restaurant six years ago in the near-east side Williamson Street neighborhood. Since then, it has expanded to Middleton and Fitchburg, with a pizzeria in each city. The Community Concourse is a free public space and does not require paid admission.

"We are thrilled to bring our kid-focused brand to the premier kid-friendly spot in the Community Concourse," said restaurant owner Brewer Stouffer.

Because the museum's café area does not include a large food preparation space or ovens, the Williamson Street restaurant will serve as the primary food preparation site for fare served at the museum, said Stouffer. The museum's Roman Candle menu will offer pizza, pasta dishes, and salads, as well as new kid-friendly snacks and other items.

"We use only high-quality ingredients," said Stouffer. "Our pizza strikes the balance between nutrition, carbs, and calories. We do not overload our pizzas with empty calories or inferior ingredients. We pride ourselves on offering healthy food throughout our menu."

The Roman Candle's menu includes fresh, locally sourced ingredients and appeals to customers of all ages. Museum staff will work with the pizzeria's staff and a dietitian to ensure that the menu includes nutrient-packed, healthy options. And for those who like to splurge on the occasional sweet treat, The Roman Candle will dish up eight flavors of Chocolate Shoppe ice cream, including gluten-free and non-dairy flavors.

By mid-summer, The Roman Candle hopes to offer grab-and-go service for adults who live and work downtown, Stouffer said. He also plans to bring custom pizza pies to museum visitors through an "order-ahead" system where they could order at the museum counter, go enjoy an exhibit or program, then come back for their pizza delivered hot and fresh from the Williamson Street kitchen.

"We're very excited to be The Roman Candle's new downtown location," said Ruth Shelly, the museum's executive director. "We are focused on connecting our visitors with healthy, affordable food in a convenient setting, as well as having The Roman Candle cater some of our private events and serve adult customers downtown, so we can continue to be an asset to the whole community."

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The Roman Candle (TheRomanCandle.com) opening coincides with Juniorpalooza, the museum's annual block party that features live music and other entertainment. Admission to the outdoor event, which runs from 10 a.m.–12:30 p.m. on Saturday, June 11, is free.

Madison Children's Museum: Madison Children's Museum (MCM) is an award-winning organization whose hands-on exhibits and programs celebrate and encourage children's imaginations and the power of play as the cornerstone of learning. For more about MCM, including a fact sheet and detailed exhibit descriptions, please visit <http://www.madisonchildrensmuseum.org/about-mcm/newsroom/>. To download photos for media use, please visit our Flickr page at <http://www.flickr.com/mcmmarketing>.

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