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**SHULLY'S CUISINE & EVENTS**  
**THE GEORGE AND MADCAP LOUNGE**



## PRESS RELEASE

### THE GEORGE AND MADCAP LOUNGE VENUE ANNOUNCES EXCLUSIVE COLLABORATION WITH SHULLY'S CUISINE & EVENTS

*Shully's next generation enters into unique partnership within historic building*

**Milwaukee, April xx, 2025:** National Block, LLC, has entered into a partnership with Shully's Cuisine & Events of Thiensville, a well-known and regarded family owned business focused on the guest experience.

Beginning Jan. 1, 2026, Shully's will be the exclusive caterer for National Block, LLC's two event venues – The George ballroom and Madcap Lounge. The George and Madcap Lounge opened in 2021 following a multi-year renovation of signature space in the historic National Block building in Walker's Point. Since that time, the event spaces have hosted wedding, corporate, private and not-for-profit events.

National Block principals are confident the Shully's partnership will uphold The George and Madcap Lounge standards in terms of aesthetic, culinary experience and overall execution. "Shully's reputation and keen attention to the smallest details appeal to clients large and small," explained Jay Franke, National Block, LLC partner and creative visionary behind the spaces. "We are excited about this collaboration."

Shully's draws on more than four decades of catering experience in southeastern Wisconsin, beginning with Soctt and Beth Shully's early 1980s beginnings in Lake Geneva. In 2024, their three adult children – chef Hadley; event coordinator Nina; and general manager Jacob – assumed control of the business, with a promise to continue their parents' meticulous attention to detail and commitment to clients.

"We feel privileged to collaborate with The George and Madcap partners and look forward to hosting events at the stunning National Block building," said Jacob Shully, general manager of Shully's Cuisine & Events. "This presents a unique chance for our family to further our legacy and enhance The George and Madcap's reputation as top event venues in Milwaukee."

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National Block's current partnership with Saz's Hospitality Group, the exclusive catering partner since The George and Madcap's April 2021 inception, will continue through Dec. 31, 2025. National Block, LLC, along with Saz's and Shully's, are collectively focused on a smooth transition to ensure the most positive client experience. Current and prospective clients have been made aware of the change.

#### About Shully's Cuisine & Events

Headquartered in Thiensville, Wisconsin, Shully's has a 40+ year legacy of catering corporate, private and wedding events in southeastern Wisconsin. Their proprietary venues include Watermark at Shully's; Shully's A.T.S. Event Space; and the Thien Room. , along with a number of off-site venues. Shully's also offers gourmet delivery and drop-off through Shully's To Go. Visit [shullyscuisine.com](http://shullyscuisine.com) for more information.

#### About National Block, LLC

National Block, LLC, is the owner of The George ballroom and Madcap Lounge, located within the historic and thoughtfully renovated National Block building in Walker's Point. The George, named in honor of Walker's Point founder George Walker, occupies the first floor of the building and can accommodate up to 200 guests. The Madcap Lounge, a walk-down space styled after a London private club, can accommodate up to 120 guests. Visit [thegeorgemilwaukee.com](http://thegeorgemilwaukee.com) for details.

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