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FOR IMMEDIATE RELEASE

Society Insurance Introduces New Names for Restaurant and Bar Programs *Superior Restaurant and Bar Coverage Remains the Same.*

FOND DU LAC, Wis. (July 2, 2018)—As an industry leader in providing superior insurance for the hospitality industry, Society has announced new restaurant and bar program names that demonstrate the company's deep niche expertise and continued commitment to tailored coverage and customized service:

- TopChoice Restaurant Program (*formerly TRIM-PLUS*)
- TopShelf Bar Program (*formerly TRIM*)

While Society's unique combination of restaurant and bar coverages remains unchanged, these new program names provide a simple and clear insurance solution for restaurant and bar owners.

"Protecting restaurants and bars is what we do best," said Society Vice President of Sales and Marketing Ryan McClone. "The new TopChoice and TopShelf program names support our superior 'Small Details. Big Difference.' coverage, and highlight the knowledge and experience that continues to earn us long-standing endorsements from leading trade associations in the hospitality industry."

To find out how Society can help your business, visit societyinsurance.com to find an agent and request a free quote.

ABOUT SOCIETY INSURANCE: Headquartered in Fond du Lac, Wis., Society Insurance has been a leading niche insurance carrier since 1915. Society focuses on the small details that make a big difference to its policyholders while offering top-notch insurance coverage, service and competitive pricing to businesses in Wisconsin, Illinois, Indiana, Iowa and Tennessee. Learn more at societyinsurance.com.