

Rainforest Cafe founder has a dragon in his stable: Its name is 'Puff'

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[Steve Schussler](#), the restaurant creator and promoter behind Rainforest Cafe and a new Disney concept, has landed the rights to "Puff, the Magic Dragon," the famous folk song.

The *Star Tribune* [reports that Schussler spent two years working](#) to get the rights for the song – one of the hallmark pieces from folk trio Peter, Paul and Mary – from writers [Leonard Lipton](#) and [Peter Yarrow](#). There's also the obligatory inquiry over whether the whole song is a pot reference: Yarrow swears it's not.



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It's a rare instance of Schussler of developing a restaurant concept that he didn't come up with himself. Most of Schussler's vast storehouse of restaurant ideas were conceived in-house at Schussler Creative, based in Golden Valley.

There's no actual restaurant deal yet; Schussler still has to come up with an actual design and find a place willing to build it.

Schussler's most recent concept, The Boathouse, [opened earlier this year](#) at Walt Disney World.

Mark Reilly manages daily and weekly coverage at the Business Journal newsroom.