



Chef G's

GINNI BRUMAN HAS THE RIGHT INGREDIENTS FOR LAPEER, OWNING CHEF G'S AND VICE CHAIR OF THE DDA BOARD

Photos and Story by Phil Eich, Storyville Social, as part of the Michigan Main Street Story Series

"I opened Chef G's in 2017, starting out as a waffle, panini and crepe shop. There wasn't a crepe shop in town, so I figured I would try that, but I also made the kitchen a little bit bigger in case crepes and paninis were just a trend. If I needed to go down a different avenue eventually, I had the space to do it. We have a different and more unique menu than anyone else in town. We are a small local restaurant and I enjoy creating different items and making people happy with the food they get.

The floor in here was unlevel on both sides, so I got a grant called Match on Main from the Michigan Economic Development Corporation to fix that. The stipulation was to expand my business from more than just the restaurant for at least two years.

A survey went out shortly after I received the Match on Main grant that showed people wanted more boutiques, retail, coffee shops and things like that. We already had a coffee shop and I wanted to be different, so I opened up the tea shop right when COVID started. I have teas, bubble teas, drinking chocolates and other things. The tea sells very well, and people can buy the cup or buy bulk and they can shop around. I also opened up the event room next door.

Thinking about the things that we don't have in town and trying to provide those things helps keep it fresh and new for people. It gives them options.

I want to be a part of the community, so I listen, I watch and I learn.

I moved back to Lapeer after the first recession to help bring businesses back to the area. While I was looking for buildings, I decided I wanted to be in downtown Lapeer, front and center, so that I could help rebuild an important area of the community.

When I started my business, I had a lot of help in building my business from others along the way including Jim Alt, our Main Street Director.

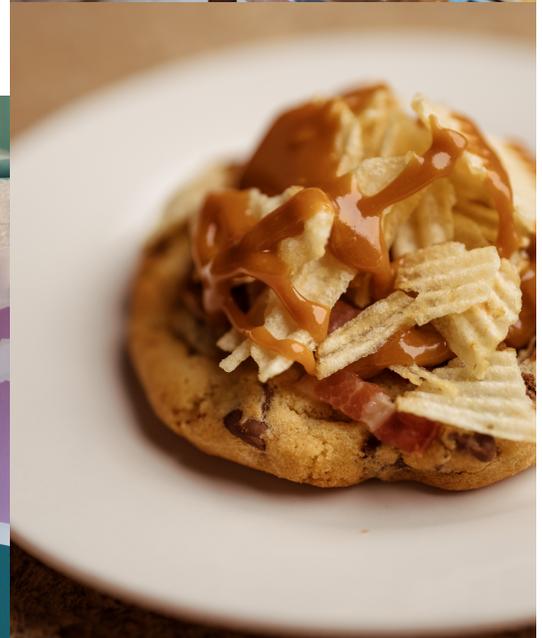
I joined the DDA board because I hope to return the favor. I'm one of those 'Pay It Forward' kind of gals. I received a lot of help and patience with my business, and I want to be in a position to give that to others.

I hope the best for Lapeer and while I'm here, I'm going to help out as much as I can."

—Ginni Bruman, Chef G's, DDA Vice Chair, Lapeer



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Michigan Main Street Story Series



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