



Michigan Brew

MATTHEW B. SHAW
EMBRACES CHANGE AND
SERVES UP COMMUNITY
IN DOWNTOWN GRAYLING

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

I created Michigan Brew because I wanted a place with a cool coffee shop/cocktail lounge vibe where people could come and get work done or hang out with friends. We opened on Memorial Day weekend in 2021, and a year-and-a-half later, Michigan Brew has turned into more of a restaurant where people can also have business meetings, see their friends, bring their laptops, and hang out for hours.

The evolution happened because the people of Grayling decided they wanted another restaurant in town. Some people like beer and drinks and some people like coffee, so this model serves everyone. They love the environment and atmosphere—and everybody loves Chef Katie's food.

I could have stuck with my original vision for this business and kept it exactly how I wanted it, but that wouldn't have worked. As a business, if you don't make changes the people want, you won't make it. You have to be responsive to what the community is looking for and what visitors want. Change is good, and that's always been my philosophy.

I'm not one to sit back and wait for things to happen. I want to see growth and positive change here in Grayling, so that's why I got involved with Main Street, the DDA and the Chamber of Commerce.

The most rewarding thing is seeing the smiles on customers' faces and knowing they're happy and enjoying their experience. Grayling has

been the most welcoming community to live in. I have so many stories. I could go on and on about how great this community is and that's why I really wanted to get involved: I plan on being here for years to come.

—Matthew B. Shaw, Owner & Co-Founder of Michigan Brew, Board Member for Grayling DDA/Main Street & Grayling Regional Chamber of Commerce

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