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**Muskegon based Brooklyn Bagels Café opens new flagship store  
Announces launch of Brooklyn's franchise development**

**Muskegon, MI** – Locally owned Brooklyn Bagels Café announced today the upcoming launch of Brooklyn's, a franchise concept featuring the premier of their flagship store that will open on May 31, 2016.

Owned by Denny and Cookie Dyer and operated in tandem with their sons Trent and Trevor, Brooklyn's is truly a local, family-run business. Brooklyn Bagels Café opened its first store in North Muskegon on January 1, 2001 and its popularity lead to the opening of a second location in Roosevelt Park on January 1, 2007. The combination of freshly baked goods and custom roasted coffees proved to be very popular, and requests for Brooklyn Bagels Café to consider franchising their business model to other entrepreneurs became a frequent occurrence. In response, the Dyer family is using the new restaurant at 2111 East Apple Avenue as a proof of concept for the potential launch of a new franchise as Brooklyn's - Beans, Bombers, Bagels™. The first Brooklyn's is in a brand new purpose built restaurant, built by local contractor D L Morse and Associates, Inc., featuring full service drive through window and community meeting space, located one block east of Quarterline Road on Apple Avenue in Muskegon Township, Michigan. The new restaurant, built by local contractor D L Morse & Associates, will better serve the East Muskegon market and also be the model store for investors considering participation in a new franchise opportunity.

The new Brooklyn's franchise stores will offer the same quality and freshness that the café has become known for in the Muskegon Community. They will also feature their signature custom roasted coffees, cold brewed nitro coffee, smoothies, frappes, tea, muffins, brownies and—of course—the famous bombers offered by their original stores—just under new branding. However, the one thing you can't get at Brooklyn Bagels Café are day-old bagels. At the end of every business day, the bagels that are left over are gathered from their various locations and donated to area food pantries. This is just one way Brooklyn's will continue to support the local community, no matter where the franchise may be located.

The Dyers are in the process of preparing the necessary filings to allow them to discuss a franchise opportunity in more detail. According to Denny Dyer, "We have been getting

requests from folks interested in becoming part of our program almost since we opened 15 years ago. The new Brooklyn's will give us a chance to show them what they can do."

For more information contact Denny Dyer at 231.719.1623, [denny@brooklynsb.com](mailto:denny@brooklynsb.com) or visit [www.brooklynsb.com](http://www.brooklynsb.com)