

## The following facts regarding both the business and the building may be of interest...

Annual Profit/Loss statements and tax returns reveal a financially successful and profitable business that provides many seasonal and year-round jobs and supports a number of other independent U.P. and Michigan businesses through the sale of art, books and other products.

Gross sales have increased annually since 2010.

The Falling Rock Cafe & Bookstore is a well-established brand known for community and customer service that is also highly rated on TripAdvisor, Yelp, Facebook, Google and other rating sites.

The Falling Rock experiences a great deal of foot traffic daily during the busy season and has a large and diverse customer base including locals, tourists, seasonal residents and passers-by. Hence, it is a significant and reliable source of referrals to other local businesses as well as a consistent source of information about local attractions.

The four apartments on the second floor of the building have been continuously rented for a decade.

We have developed a Manager & Employee Manual, Vendor lists, and many other resources to facilitate a transition.



## TripAdvisor Reviews...

### Falling Rock Cafe was one of the Highlights of My Trip!

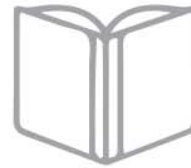
October 10, 2016

"This cafe has it all. Wonderful food (gluten and dairy free too), friendly staff, clean and a very warm, inviting atmosphere. If you are in the UP, this is the place to eat."

### Lunch Books & Great Service!

September 27, 2016

"When someone goes out of their way to make sure you like your experience is a good one in their place of business, it makes you feel like you are exactly where you should be! Delicious milkshake and breakfast brunch! Thank you Falling Rock Cafe & Bookstore! Loved the place!"



We would prefer to sell to a buyer who is interested in investing in a community-based year-round business and we are willing to work with a prospective buyer that shares our commitment to Munising and the community of people (near and far) who have supported the Falling Rock over many years.

# "Munising's Living Room" is... FOR SALE!

We have decided to sell the Falling Rock Cafe & Bookstore along with the building located at 104 East Munising Avenue. It has been a challenging and wonderful 15 years and we are in no particular hurry, but believe that it is time for us to consider alternatives for insuring the sustainability of the business and its impact on the community



est.  
2003



## Interesting Insights

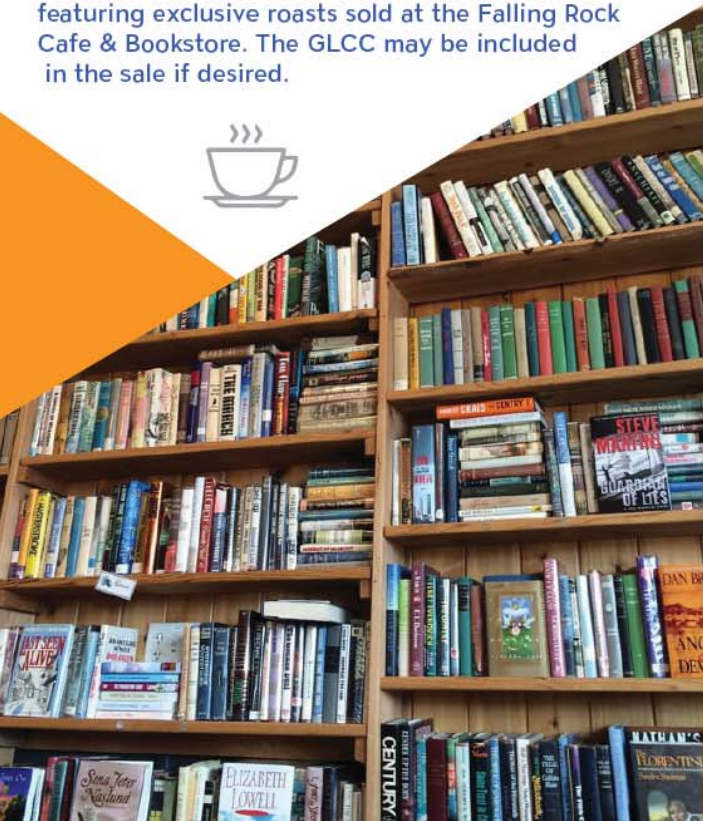
Consistently high ratings on TripAdvisor, Yelp, Google, Facebook, etc for restaurants in the Munising area over the last decade.

The 2400 sq. foot map & mural on the east exterior wall is a unique tourist attraction.

Significant support for UP & Michigan artists, writers, musicians and small businesses.

Substantial foot traffic, making it a significant source of referrals to other food, lodging and tourist businesses in the area...including Marquette.

Great Lakes Coffee Company, Inc., (and DBA's Lake Superior Coffee Company Inc., Lake Michigan Coffee Company, Inc., Lake Huron Coffee Company, Inc., Lake Ontario Coffee Company Inc., and Lake Erie Coffee Company Inc.,) is an affiliated company featuring exclusive roasts sold at the Falling Rock Cafe & Bookstore. The GLCC may be included in the sale if desired.



## If You Are Interested

If you, a family member, or someone you know is interested and would like additional information, please contact us at [fallingrocknancy@gmail.com](mailto:fallingrocknancy@gmail.com).

Upon signing a confidentiality agreement, we will be happy to have an initial discussion and answer any questions that you may have. If your interest continues beyond this initial conversation, we will ask you to work with our attorney who will facilitate a vetting process leading to a formalization of a sale.



## Inquiries/Offers

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[fallingrocknancy@gmail.com](mailto:fallingrocknancy@gmail.com)

Visit us on the web:  
[www.fallingrockcafe.com](http://www.fallingrockcafe.com) or on Facebook



## Building/ Business Facts

4,000 square feet of commercial space on first floor and four apartments on second floor.

Entire building infrastructure (electrical, heating, plumbing, sewer, etc.) rehabilitated in 2003. New roof installed in 2012.

Seating: 115 dining, 150 concerts/events

First (business) & second (apartments) floors 100% rented year after year.

Average annual sales growth of 20+% over last 5 years (15% in 2017)

Online sales and sophisticated POS system

9 leased parking spots adjacent; variance from City of Munising for Additional 60.