

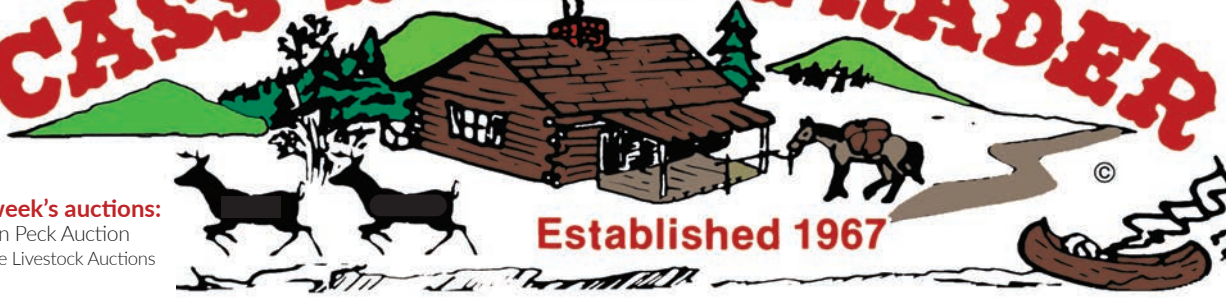
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This week's grocery ads: Denny's Supermarket •
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AD STARTS:
April 6th
THRU
April 12th
2026

Simon's GROCERY EXPRESS STOP *ExpressStop*

7600 Birch Run Road, Arbela Twp. Millington / 989-871-4314

Hours: M-F 7 A.M. - 8 P.M.; Saturday 8 A.M. - 8 P.M.; Sunday 8:30 A.M. - 7 P.M / We Accept: EBT, Major Credit Cards, Check & Sunoco Card

STOP IN FOR MORE IN-STORE SAVINGS!

GENERAL GROCERY SALE

KNORR SIDES 4/\$5 <small>4.5-7 oz.</small>	Our Family SALSAs 2/\$5 <small>15.5-16 oz.</small>	Our Family SYRUP 2/\$5 <small>24 oz.</small>	Our Family PANCAKE MIX 2/\$5 <small>28-32 oz.</small>
MUELLERS PASTA 4/\$5 <small>12-16 oz.</small>	SUNNY DELIGHT \$1.99 <small>64 oz.</small>	Our Family CHARCOAL BRIQUETS \$6.99 <small>14.6-15.4 oz.</small>	NESTLE PURE LIFE WATER \$4.99 <small>24 or 28 pack.</small>
		PRINGLES MEGA STACK 2/\$6 <small>6.84-7.16 oz.</small>	

GENERAL MEAT SALE

Family Pack STEW BEEF \$5.99 lb.	Family Pack TOP SIRLOIN STEAKS \$7.99 lb.	Family Pack GROUND BEEF FROM SIRLOIN \$5.99 lb.
Family Pack DENVER STEAKS \$5.99 lb.	BONELESS SKINLESS CHICKEN BREAST \$2.99 lb.	BOTTOM ROUND ROAST \$5.99 lb.
CHUCK ROAST \$6.99 lb.	STORE-MADE BULK BREAKFAST SAUSAGE \$2.99 lb.	Family Pack GROUND BEEF FROM CHUCK \$5.29 lb.
Family Pack PORK STEAKS \$2.69 lb.	WHOLE PORK BUTTS \$2.49 lb.	BONE-IN CHICKEN THIGHS \$1.39 lb.

FROZEN

JACK'S PIZZA 4/\$12 <small>13.8-15.8 oz.</small>	Our Family FRENCH FRIES OR ONION RINGS 2/\$8 <small>16-32 oz.</small>
---	--

DAIRY

COFFEEMATE CREAMER
2/\$7
32 oz.

Our Family ORANGE JUICE
2/\$8
52 oz.

ASSORTED DEARBORN HAMS
\$5.99 lb.

MUENSTER CHEESE
\$4.99 lb.

DELI

PRODUCE

TOMATOES ON THE VINE \$1.99 lb.	COTTON CANDY GREEN GRAPES \$3.99 lb.	JUMBO NAVEL ORANGES 5/\$5
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OMAHA STEAKS
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Butcher's Classic Pack **SAVE 60%**
 4 Butcher's Cut Filet Mignons (5 oz.)
 4 Air-Chilled Boneless Chicken Breasts (5 oz.)
 4 PureGround® Filet Mignon Burgers (6 oz.)
 4 Gourmet Jumbo Franks (3 oz.)
 4 Individual Scalloped Potatoes (3.8 oz.)
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8 FREE Omaha Steaks Burgers (4 oz.)

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Savings shown over aggregated single item base price. Photos exemplary of product advertised. 8 free 4 oz. burgers will be sent to each shipping address that includes 81081. Limit 2. Standard S&H added per address. While supplies last. Items may be substituted due to inventory limitations. Some products may not be available for sale in your area. Sales are subject to OmahaSteaks.com/terms-of-use. Expires 12/31/26. 25M8931 | Omaha Steaks, LLC.

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Blake Mullican	989-860-6537
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Mitch Drilling	231-946-3364
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Contact Knockout Real Estate for all your real estate needs!

HOURS:
 Monday – Saturday 9:00 A.M. - 6:00 P.M.
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 APRIL 6TH TO
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Norm's Market

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- Catering
- Keg Beer
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- Full Line of Party Supplies

BEEF	
BONELESS BEEF CHUCK ROAST	\$6 ⁹⁹ LB.
BONELESS BEEF ENGLISH CUT ROAST	\$6 ⁵⁹ LB.
BONELESS BEEF RUMP ROAST	\$6 ⁹⁹ LB.
BONELESS BEEF SIRLOIN TIP ROAST	\$6 ⁹⁹ LB.
BEEF SIRLOIN 10 LB. BAG	
100% LEAN GROUND	\$59 ⁹⁰ EA.
FRESH 100% PURE 10 LB. LOT GROUND BEEF FROM CHUCK	\$55 ⁹⁰ EA.
FRESH 100% PURE 10 LB. LOT GROUND BEEF ROUND STEAK	\$57 ⁹⁰ EA.

PORK	
BOSTON BUTT PORK ROAST	\$2 ⁴⁹ LB.
BOSTON BUTT 16-20 LB. AVERAGE WHOLE 2-PACK	\$1 ⁹⁹ LB.
8 LB. AVERAGE CENTER CUT BONELESS LOIN	\$2 ⁵⁹ LB.
EXTRA LEAN SIRLOIN CUBED PORK CUTLETS	\$3 ⁵⁹ LB.
JUICY TENDER COUNTRY RIBS	\$2 ⁵⁹ LB.
BONE IN 18-22 LB. CUT FREE WHOLE PORK LOIN	\$1 ⁹⁹ LB.
CENTER CUT RIB & LOIN PORK CHOP	\$2 ⁹⁹ LB.
EXTRA LEAN BOSTON BUTT PORK STEAK	\$2 ⁹⁹ LB.
4 LB. AVERAGE WHOLE SLAB SPARE RIBS	\$2 ⁹⁹ LB.
PORK TENDERLOIN	\$2 ⁹⁹ LB.
EXTRA LEAN BONELESS TIED PORK ROAST	\$2 ⁷⁹ LB.

HAMS	
SUGARDALE SEMI BONELESS WHOLE	\$2 ⁷⁹ LB.
BONELESS (9 LB. AVG SLICED FREE)	\$3 ⁶⁹ LB.
SHANK & BUTT 1/2	\$2 ⁷⁹ LB.
LITTLE TOWN SMOKED PICNIC (HALVES)	\$2 ⁹⁹ LB.
DAISYFIELD WHOLE	\$2 ⁹⁹ LB.

LAMB	
13-24 LB. AVG. LEG OF LAMB	\$9 ⁵⁹ LB.
5-7 LB. AVG. BONELESS LAMB	\$10 ⁷⁹ LB.
1-2 LB. AVG. RACK OF LAMB	\$18 ⁵⁹ LB.
CUT FREE LAMB SHORT LOIN	\$11 ⁵⁹ LB.
1 LB. PACKAGE GROUND LAMB	\$9 ⁵⁹ LB.

THAW & EAT COOKED SHRIMP - 2 LB. BAGS	
13-15 COUNT	\$24 ⁹⁰ EA.
16-20 COUNT (TAIL ON)	\$21 ⁹⁰ EA.
16-20 COUNT (TAIL OFF)	\$20 ⁹⁰ EA.

P.D. RAW SHRIMP - 2 LB. BAGS	
13-15 COUNT	\$19 ⁹⁰ EA.
16-20 COUNT (TAIL ON)	\$17 ⁹⁰ EA.
16-20 COUNT (TAIL OFF)	\$18 ⁹⁰ EA.

RAW EASY PEEL SHRIMP	
2 LB. 31-40 COUNT	\$14 ⁹⁰ EA.

PRAWNS	
2 LB BAG 4-6 CT.	\$37 ⁹⁰ EA.

TEXAS BAY USA RAW SHELL ON SHRIMP	
21/25 5 LB BAG	\$47 ⁹⁰ EA.
16/20 5 LB BAG	\$49 ⁹⁰ EA.

SHRIMP SKEWERS	
1 LB 21-25 CT.	\$10 ⁹⁰ EA.

THAW AND EAT SHRIMP TRAY W/ SAUCE	
JUMBO BUTTERFLY BREADED SHRIMP 3 LB. BOX (16-20 CT.)	\$18 ⁹⁰ EA.

BEER BATTERED COD	
YUENGLING	\$11 ⁹⁹ LB.
TAVERN BATTERED	\$11 ⁹⁹ LB.

CLAM STRIPS	
FROG LEGS MEDIUM 4-6 CT. 5 LB. BOX	\$34 ⁹⁹ EA.
LARGE 2-4 CT. 5 LB. BOX	\$39 ⁹⁹ EA.

CRAWFISH	
5 LB. BAG	\$23 ⁹⁹ EA.
CRAWFISH TAIL MEAT 1 LB. PKG.	\$10 ⁵⁹ EA.

SCALLOPS	
4-10 CT. DRY USA	\$27 ⁹⁹ LB.
2 LB. BAG JAPAN U-12 CT.	\$44 ⁹⁹ EA.

OCTOPUS	
CANADIAN WILD CAUGHT SNOW CRAB 10UP 5 LB. BAG	\$108 ⁰⁰ EA.
10 LB. BAG	\$193 ⁰⁰ EA.

CANADIAN SNOW CRAB CLUSTERS	
2 LB. BOX	\$29 ⁹⁹ EA.

GOLDEN KING CRAB LEGS & CLAWS	
2 LB. BAG	\$86 ⁹⁹ EA.

USA WILD CAUGHT 16/20 CT. LARGE KING CRAB	
5 LB. BAG	\$269 ⁰⁰ EA.
10 LB. BAG	\$520 ⁰⁰ EA.

USA WILD CAUGHT 9/12 CT. JUMBO KING CRAB	
5 LB. BAG	\$363 ⁰⁰ EA.

BREADED OYSTERS	
COLD & WARM WATER LOBSTER TAILS 5-6 OZ.	\$14 ⁹⁰ EA.
8 OZ.	\$19 ⁹⁰ EA.
14-16 OZ.	\$28 ⁹⁰ EA.

CHOICE STEAKS	
DENVER STEAK	\$6 ⁵⁹ LB.
RIB STEAK	\$13 ⁹⁹ LB.
PORTERHOUSE STEAK	\$15 ⁹⁹ LB.
T-BONE STEAK	\$13 ⁹⁹ LB.
NY STRIP STEAK	\$14 ⁹⁹ LB.
SIRLOIN STEAK	\$12 ⁹⁹ LB.
BONELESS DELMONICO RIBEYE STEAK	\$15 ⁹⁹ LB.

WHOLE CUT FREE	
NEW YORK STRIP STEAK	
SELECT	\$10 ⁹⁹ LB.
CHOICE	\$12 ⁵⁹ LB.
PREMIUM	\$10 ⁵⁹ LB.
PRIME	\$13 ⁹⁹ LB.

WHOLE CUT FREE	
WHOLE RIBEYE BONELESS STEAK	
SELECT	\$12 ⁹⁹ LB.
CHOICE	\$13 ⁹⁹ LB.
PRIME	\$14 ⁹⁹ LB.

13-15 LB. AVG. ANGUS OX1 TRIMMED	
BONELESS SIRLOIN STEAK LOIN	\$7 ⁹⁹ LB.

TRIMMED OX1 YOU GET T-BONE & PORTERHOUSE	
SHORT LOIN 20-25 LB.	
CHOICE	\$10 ⁹⁹ LB.
SELECT	\$9 ⁹⁹ LB.

TENDER EXTRA LEAN	
EYE OF ROUND CUBE STEAK	\$6 ⁹⁹ LB.

WHOLE CUT FREE	
BEEF TENDERLOIN	
CHOICE	\$20 ⁹⁹ LB.
PRIME	\$22 ⁹⁰ LB.

BONE-IN	
RIB STEAK LOIN	
CHOICE	\$11 ⁹⁹ LB.

BABY BACK RIBS	
TWO PACK INDIVIDUAL SLABS	\$3 ⁹⁹ LB.
30-35 LB. AVERAGE INDIVIDUAL SLABS BY THE CASE	\$37 ⁹⁹ LB.

ST. LOUIS STYLE RIBS	
SINGLE PACK INDIVIDUAL SLABS	\$3 ⁸⁹ LB.
36-40 LB. AVERAGE BY THE CASE	\$36 ⁹⁹ LB.

PORK SPARE RIB TIPS FROZEN	
4-6 LB. AVG PACKAGE	\$2 ⁸⁹ LB.
10 LB. PACKAGE	\$26 ⁹⁰ EA.

PRODUCE	
BEEFSTEAK	
TOMATOES	\$2 ⁹⁹ LB.
3 LB. BAG COOKING ONIONS	\$1 ⁹⁹ EA.
5 LB. BAG MICHIGAN RED POTATOES	\$2 ⁹⁹ EA.
5 LB. BAG MICHIGAN GOLD POTATOES	\$2 ⁶⁹ EA.
AVOCADO	\$1 ⁰⁹ EA.

DAIRY	
DOZEN LARGE WHITE EGGS	\$2 ⁴⁹ EA.
18 CT. LARGE WHITE EGGS	\$3 ⁴⁹ EA.
GRADE A DOZEN LARGE BROWN EGGS	\$2 ²⁹ EA.
DUTCH FARMS UNSALTED & SALTED 1 LB. BUTTER QTRS.	2/\$8 or \$4 ⁵⁹ EA.
PRARIE FARMS 24 OZ. SOUR CREAM	\$2 ⁹⁹ EA.
PIERRES 48 OZ. PREMIUM ICE CREAM	\$5 ⁹⁹ EA.
BREYERS 48 OZ. ICE CREAM	\$5 ⁹⁹ EA.
4 PACK YASSO GREEK YOGURT BARS	\$4 ⁹⁹ EA.
DR. BOMBAY PINTS ICE CREAM	2/\$7 or \$3 ⁷⁹ EA.

POULTRY	
40 LB. CASE BONELESS BREAST	\$2 ³⁰ LB.
BY THE BOX	\$92 ⁰⁰ EA.
40 LB. CASE CHICKEN WINGS	\$1 ⁷⁰ LB.
BY THE BOX	\$68 ⁰⁰ EA.
40 LB. CASE LEG QUARTERS	\$1 ¹⁰ LB.
BY THE BOX	\$44 ⁰⁰ EA.
3-3 1/2 LB FRESH FRYERS	\$2 ⁷⁹ LB.
5 LB. LOTS - JUMBO CHICKEN WINGS	\$1 ⁹⁹ LB.
10 LB. LOTS FRYER LEG QUARTERS	\$1 ³⁵ LB.
10 LB. LOTS CHICKEN BREASTS	\$1 ⁸⁹ LB.
10 LB. LOTS BONELESS CHICKEN BREASTS	\$2 ⁴⁹ LB.
10 LB. LOTS BONELESS CHICKEN THIGHS	\$2 ⁴⁹ LB.
40 LB. CASE BONELESS CHICKEN THIGHS	\$2 ³⁰ LB.
BY THE BOX	\$92 ⁰⁰ EA.

HOT DOGS/LUNCHMEAT	
10 LB. BOX KOEGELS HOT DOGS W/SKINS	\$49 ⁹⁰ EA.
4 LB. PACKAGE KOEGELS HOT DOGS SKINLESS	\$19 ⁹⁰ EA.
KOEGELS LARGE BOLOGNA	\$5 ⁵⁹ LB.

BACON	
25 LB. BOX SMITH'S LAYER BACON	\$4 ⁴⁹ LB.
BY THE POUND	\$5 ³⁹ LB.
10 LB. BOX WAYSIDE BACON	\$25 ⁹⁰ EA.
30 LB. BOX INDIANA PLATTER	\$4 ²⁹ LB.
BY THE POUND	\$5 ¹⁹ LB.

SEAFOOD	
ALASKAN BONELESS FISH FILLETS	\$6 ⁷⁹ LB.
5 LB. BAG	\$5 ⁹⁹ LB.
10 LB. BAG	\$5 ¹⁹ LB.
25 - 27 LB. BAG	\$4 ⁶⁹ LB.
CATFISH FILLETS	\$7 ⁹⁹ LB.
ICELANDIC FROZEN AT SEA COD FILLETS	\$13 ⁹⁹ LB.
5 LB. BAG	\$64 ⁹⁹ EA.
PACIFIC COD FILLETS	\$12 ⁵⁹ LB.
ATLANTIC COD LOINS 4, 6, & 8 OZ.	\$11 ⁵⁹ LB.
10 LB. BOX	\$99 ⁰⁰ EA.
GROUPE	\$13 ⁵⁹ LB.
10 LB. BOX	\$130 ⁰⁰ EA.
SNAPPER	\$11 ⁹⁹ LB.
HADDOCK SKIN OFF	\$10 ⁵⁹ LB.
10 LB. BOX	\$99 ⁰⁰ EA.
HADDOCK LOINS	\$10 ⁵⁹ LB.
HALIBUT	\$23 ⁹⁹ LB.
10 LB. BOX	\$229 ⁰⁰ EA.
ORANGE ROUGHY	\$9 ⁹⁹ LB.
22 LB. BOX	\$181 ⁰⁰ EA.
TUNA STEAKS	\$8 ⁹⁹ LB.
SWORD FISH	\$9 ⁹⁹ LB.
SALMON PORTIONS NORWEGIAN	\$12 ⁵⁹ LB.
10 LB. BOX	\$115 ⁰⁰ EA.
CHILEAN	\$11 ⁵⁹ LB.
10 LB. BOX	\$109 ⁰⁰ EA.
ATLANTIC	\$12 ⁵⁹ LB.
CANADIAN FILLETS WALLEYE FILLETS	\$12 ⁵⁹ LB.
11 LB. BOX	\$129 ⁰⁰ EA.
WHITE FISH FILLETS	\$11 ⁹⁹ LB.
11 LB. BOX	\$125 ⁰⁰ EA.
YELLOW PERCH FILLETS	\$19 ⁹⁹ LB.
SUNFISH/BLUEGILL FILLETS	\$19 ⁹⁹ LB.
BATTERED WALLEYE FILLETS	\$11 ⁵⁹ LB.
CHILEAN SEA BASS	\$29 ⁹⁹ LB.
ZANDER PERCH 40-60G	\$10 ⁹⁹ LB.
11 LB. BOX	\$110 ⁰⁰ EA.
LAKE SMELT 1 LB. BAGS	\$10 ⁹⁹ EA.
12 LB. BOX	\$120 ⁰⁰ EA.
BATTERED SMELT	\$10 ⁵⁹ LB.

NORM'S SLOW SMOKED BBQ RIBS & BRISKET - SATURDAYS!

RIBS
 Full Rack \$21⁰⁰ | Half Rack \$11⁰⁰

No Pre-Orders. Available at the deli only. First come, first serve.

GOAT (PREORDER ONLY)	
6 WAY CUT 30 LB. AVG. WHOLE GOAT	\$4 ⁹⁹ LB.

SEAFOOD	
SMOKED FISH FRESH AT THE DELI	
FILLETS, STEAK & JERKY	

ALASKAN BONELESS FISH FILLETS	\$6 ⁷⁹ LB.
5 LB. BAG	\$5 ⁹⁹ LB.
10 LB. BAG	\$5 ¹⁹ LB.
25 - 27 LB. BAG	\$4 ⁶⁹ LB.
CATFISH FILLETS	\$7 ⁹⁹ LB.
ICELANDIC FROZEN AT SEA COD FILLETS	\$13 ⁹⁹ LB.
5 LB. BAG	\$64 ⁹⁹ EA.
PACIFIC COD FILLETS	\$12 ⁵⁹ LB.
ATLANTIC COD LOINS 4, 6, & 8 OZ.	\$11 ⁵⁹ LB.
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LAKE SMELT 1 LB. BAGS	\$10 ⁹⁹ EA.
12 LB. BOX	\$120 ⁰⁰ EA.
BATTERED SMELT	\$10 ⁵⁹ LB.

Open Sunday 11:00 to 4:00

NORM'S SUNDAY CHICKEN DINNERS

YOU GET...LARGE CHARCOAL GRILLED HALF CHICKEN, MASHED POTATOES, & GRAVY. OUR FAMOUS BUTTERED NOODLES, BUTTER, CORN & COLESLAW INCLUDED

\$15
 (includes tax, drive-thru cash only)
 *Hot Dressing Available at Deli

Fresh Homemade Hot Soups

Available Daily
 Monday - Friday at the deli

SPECIALTY MEATS	
BISON RIBEYE	\$28 ⁹⁹ LB.
NEW YORK CHUCK STEAK	\$20 ⁹⁹ LB.
BONELESS CHUCK ROAST	\$13 ⁹⁹ LB.
GROUND BISON	\$11 ⁹⁹ LB.
4 PACK BISON BURGER PATTIES	\$18 ⁵⁹ EA.
GROUND ELK	\$10 ⁹⁹ LB.
GROUND VENISON	\$10 ⁹⁹ LB.
BEEF OX-TAIL	\$9 ⁵⁹ LB.

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SEVEN DAYS
7:00 A.M. - 9:00 P.M.

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FRESH CANTALOUPE
9 Ct. Size **\$3.99**

OUR FAMILY CHARCOAL
15 Lb. Bag **\$6.99**

Our Family
BATH TISSUE Ultra Strong 9 Mega Rolls **\$7.99**

Our Family
COFFEE CREAMER 35 Oz. **\$4.99**

Our Family
PANCAKE MIX OR SYRUP 24-32 Oz. **\$2.49**

Mueller's
SPAGHETTI OR MACARONI 16 Oz. **99¢**

Pure Life
WATER 28 - 1/2 Liters **\$4.99**

Paws
CAT FOOD 3 Lb. Bag **\$2.99**

Beefsteak
TOMATOES Lb. **\$2.99**

Pep's
PIZZA 28 Oz. **\$6.99**

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PROGRESS 2026 • Celebrating Local Business Growth

At 70, Crane's L&M Still Building Toward the Future



Photo by Charles Buckel | *The Advertiser*

Eric Crane stands inside his Caro showroom at Crane's L&M, which expanded to the community in 2022 as the 70-year-old family business continues evolving from an appliance store into a full home furnishings destination while maintaining its commitment to local service and support.

By CHARLES BUCKEL
Reporter
charles@tcadvertiser.com

CARO — After 70 years in business, Crane's L&M is still looking toward the future — one that includes Caro.

Opened in 1956 by Luis Michael Isaacs and purchased by the Crane family in 1985, Crane's L&M served customers for decades from its Bay Road location in Saginaw as L&M Maytag. In 2022, the business opened a location in Caro and rebranded.

"In 2012 we lost the Maytag name because we had the Maytag store open up four miles away from our building. So we put our own last name in

front of it and became Crane's L&M appliance center," said owner Eric Crane. "Four years ago, I opened [the Caro location] and we rebranded ourselves. Instead of just appliances, we're now a home furnishing store. We do appliances, furniture, mattresses, bedroom sets, the whole nine yards."

Eric Crane took over for his father after he died five years ago. He said the business celebrating 70 years is a surreal experience.

"There aren't a lot of family businesses left, or if there are, they

are getting to the point where kids don't want to be part of it anymore... Luckily, my dad had me. So when he passed five years ago I was able to take the reins," Crane said. "It takes a lot of grit. This is not for the light of heart. If you don't have it, you won't have it."

Crane grew up in the store and said he realized the business is something people have to want to do. He said it is not an easy job and can sometimes be difficult. The company has faced challenges and continues to deal with some.

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FROM /6

They have gone through challenges related to COVID-19, which Crane said was “brutal,” and have dealt with more recent issues such as tariffs and employment shortages. Throughout it all, they have continued providing service as best they can.

“Tariff pricing hit us hard. When that first kicked off, we did our best to continue to leave our prices

lower, so that way the customer didn’t feel the sting,” Crane said. “Just like any other business and business owner right now, we’re having a hard time finding competent employees to fill the needs that we have.”

Crane’s does nearly everything for its customers. In addition to selling appliances and furniture, the business also offers service when needed. On March 12, the day Crane was originally scheduled to speak with The Advertiser, he was helping customers affected by heavy rains days earlier.

“We offer full in-home service. Everything that we sell, we service, period. So whether it’s a couch or a chair to a refrigerator. We service everything we sell. We have two on the road technicians that are full time that are doing between 18 and 24 calls a

day,” Crane said.

The business also supports the community. Crane said he believes in giving back to the area his business serves. Crane’s has supported Sleep in Heavenly Peace builds, Habitat for Humanity, local women’s shelters and more. The company has sponsored the Pumpkin Festival and the Caro High School yearbook and donated a washer and dryer to McComb Elementary.

Crane said they will continue supporting the Caro community in the future. While he does not know whether any of his children will take over the business, he said he plans to remain in the area after the current lease ends.

“My goal is when the lease ends here, that I’m going to have a building in place ready for us to move in as soon as this lease ends. I plan to stay in the Caro area. So whether it’s on this side of town or other side, I don’t know yet, but I do plan on staying in the area,” Crane said.

He also said the business is grateful for the support of the Caro community. Crane said that “without the community there is no business” and that supporting small businesses is especially important.

“It’s very important to support local businesses. The services we provide are astronomically better than any box store that you can ever get from or online purchasing or anything on that order. To us, our customers aren’t just a number,” Crane said.

Despite the challenges — from tariffs to community support efforts — Crane said the business will continue building on its 70-year history.

“This is not a job that is easy. It’s not kind to your body or to your hands or your mind. It can be extremely challenging at times. But I wouldn’t change anything for the world for it” Crane said.

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- ◆ Something to look after
- ◆ A topic to talk about with family/friends
- ◆ **REAL**

ISN'T...

- ◆ A sign of weakness
- ◆ All in a person's head
- ◆ Something a person can snap out of
- ◆ Always a negative thing
- ◆ Something to be ashamed of

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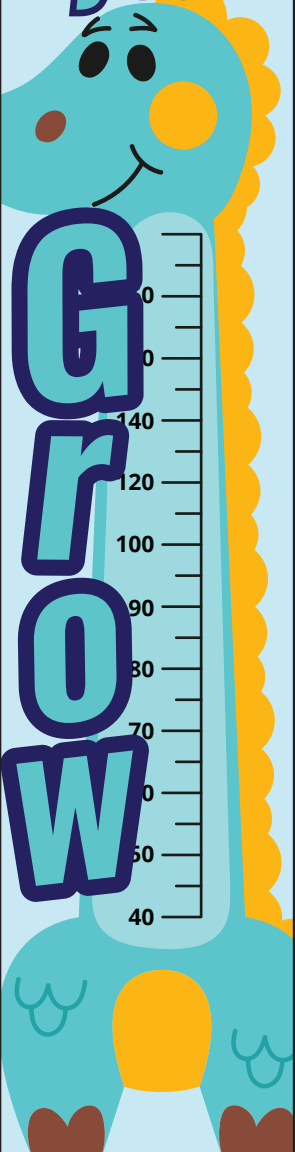
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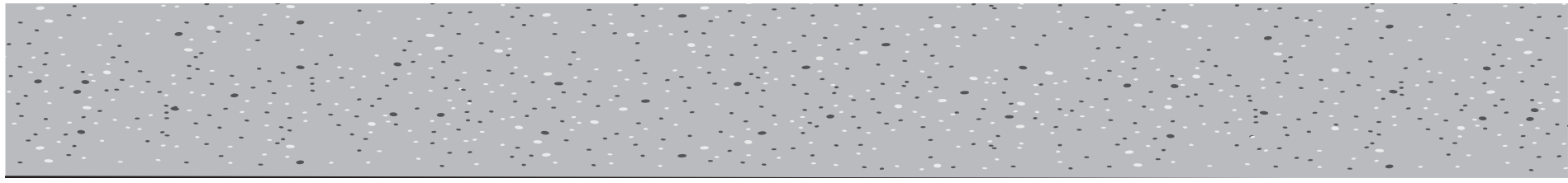
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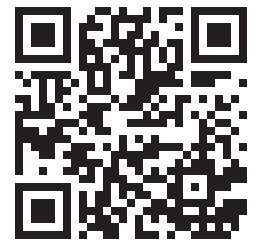
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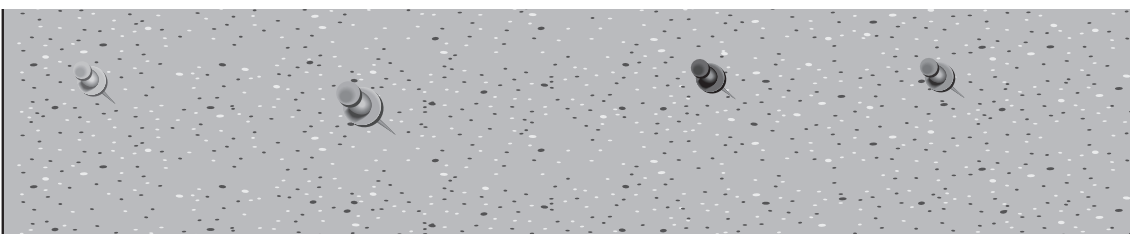
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PROGRESS 2026 • Celebrating Local Business Growth

Biggby Coffee to Perk up Vassar with 24 New Jobs

By TOM GILCHRIST | Reporter
gilchrist@tcadvertiser.com

VASSAR — Biggby Coffee is bringing more than specialty beverages and food to Vassar when it opens sometime in April.

Tiffany Lesert, owner of the franchise scheduled to open sometime that month at 123 S. Main St., plans to hire 24 employees.

"I have to hire about 24 people;

that is what is required for me to start this franchise," said Lesert, 45, who will work full-time at the business.

"Some of the jobs will be part-time and some will be full-time."

The Vassar location will be open from 6 a.m. to 8 p.m. every day, and offers a drive-thru window. Lesert, a resident of Genesee County's Vienna Township, said she's still hiring workers.

The eatery will have about 10 interior seats.

"You can come in and have meetings, or little get-togethers with family members or friends," Lesert said.

Biggby Coffee's corporate colors are orange and black, which are Vassar High School's colors. The company's website states that its menu offers everything "from classics to kids' treats."

Biggby is well-known for selling brewed coffee, espresso, cappuccino, cafe au lait, caffe latte and iced coffee, among other offerings. The business also offers "mocktails" – mixtures of energy drinks with other ingredients and flavors.

Motorists or pedestrians wanting a quick breakfast might consider the Vassar Biggby.

"We'll sell bagels and you also can have a 'bragel,' which has a meat, egg and cheese on it," Lesert said. "We'll also sell doughnuts and muffins."

The business will feature a kids' menu, and its creme freeze specials are popular with younger customers.

Occasionally a Biggby franchise promotes seasonal offerings.

"In the fall they have a maple-flavored waffle sandwich; I always have it with egg, cheese and sausage added, but you can order it without any of those items," Lesert said.

"It is very good. Instead of using a bagel to make the sandwich, they use the waffle to make one."

Lesert said she worked in the food-service industry from 1994 to 2011. She began working in the restaurant business as a 14-year-old girl when she went to work as a hostess at a Big Boy restaurant in Chelsea, seating customers under direction of her mother, the eatery's manager.

"My mom managed Big Boy restaurants so I was just the little hostess that seated people at tables when I started in the business," Lesert said. "I worked in Chelsea, Ann Arbor and Clio. My mom was a manager and she traveled for work, so I went with her."

Biggby Coffee, based in Lansing, operates hundreds of locations in a number of states, including several hundred in Michigan. Tiffany (Dennis) Lesert is a 1998 Clio High School graduate, said she worked as a manager in the food-service industry from 2000 to 2011.

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Blessings to You at Easter this Year

For what I received I passed on to you as
of first importance: that Christ died for
our sins, that he was buried, that he was
raised on the third day.
~ 1 Corinthians 15:3-4

HE IS RISEN



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