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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Grand Opening of Dr. Rolf's BBQ Spring Lake Brewpub Rescheduled for October 25

Spring Lake, MI – Dr. Rolf's Barbeque is inviting the community to celebrate the Grand Opening of its Spring Lake Brewpub on Saturday, October 25, 2025, from 11:00am to 9:00pm, featuring the debut of their craft beer and live music. The date was shifted from the originally planned September celebration due to unexpected brewery equipment issues.

Attendees can start sampling Dr. Rolf's craft beer at 11:00am, with live music kicking off at 1:00pm in the dining room. Guests will enjoy performances by Ryan Lynch and Lynn & Ian - The Moonshine Runners, paired with Dr. Rolf's signature BBQ, handcrafts cocktails, and freshly brewed craft beer.

"We are excited to welcome the community into our Spring Lake location to try our first brews of craft beer along the lakeshore," said Judy Hissom, owner of Dr. Rolf's Barbeque. "While the delay was unexpected, it gives us the chance to make sure everything is running perfectly for our guests. Having a party seems like the perfect way to celebrate."

In addition, the Ribbon Cutting Ceremony with The Chamber of Grand Haven, Spring Lake, and Ferrysburg has been rescheduled for Friday, October 24, from 11:00am to 12:00pm (noon). Community members are invited to tour the brewpub space with the bar manager, ask questions, and enjoy complimentary soft beverages and light appetizers during the event.

Dr. Rolf's Barbeque is a family-owned restaurant inspired by Dr. Rolf Hissom's Appalachian roots and lifelong passion for quality food. Alongside his wife Judy, who has championed their vision from the start, the Hissoms have shared their love of BBQ and hospitality with the community for nearly three decades. What began as a family dream has grown into two thriving restaurants, including their Spring Lake location on the waterfront, where they continue to bring great food and community spirit to the lakeshore.

Dr. Rolf's BBQ opened its Spring Lake location in May 2024 in the former Old Boys' Brewhouse building. Founded by Judy and Rolf Hissom, the company also operates Dr. Rolf's Barbeque in Downtown Muskegon (opened 2019) and The Early Owl in Downtown Muskegon (opened 2023). Spring Lake is open 7 days a week and offers dine-in, waterfront dining, carryout, delivery, and catering.