

Grand Haven brewery Odd Side expanding up the lakeshore with coffee shop, taproom

Abby Poirier - June 6, 2025



Odd Side Ales' flagship taproom is located at 41 Washington Ave. in downtown Grand Haven. Credit: Mark Sanchez, Crain's Grand Rapids Business

Grand Haven-based brewery Odd Side Ales is opening a second location in nearby Fruitport that will operate as a coffee shop in the morning and early afternoon and as a taproom in the evening.

This week, Odd Side started renovations on a former Fifth Third Bank branch office at 50 Park St. in Fruitport in neighboring Muskegon County, which brewery owner Chris Michner plans to open this fall.

Michner, who purchased the property in March for \$315,000 per property records, said the 2,700-square-foot building's new concept will be "very similar" to the Odd Side's downtown Grand Haven taproom, which opened in 2010.

The as-yet-unnamed new Odd Side concept is about 7 miles away from the flagship location and will seat around 90 guests.

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The location's 1-acre of property made the purchase appealing, Michner said, giving Odd Side more space to add outdoor seating options like a beer garden and patio.

"It has some unique features that our Grand Haven location doesn't," Michner told Crain's Grand Rapids Business.

Those features include the former bank drive-thru, which will be repurposed as an outdoor bar, and a vault that will be transformed into a small cocktail lounge.

"The bank left everything there, the teller desks, the old safes, the safe deposit boxes. There's just a lot of furniture left in there," Michner said. "We're keeping some of the aesthetics of that space."

The new Odd Side location will also feature an expanded cocktail menu and possibly a food menu, which would be a new addition for the 15-year-old business.



Inside Odd Side Ales' taproom in Grand Haven. Credit: Mark Sanchez, Crain's Grand Rapids Business

Odd Side has never offered a food menu at its Grand Haven taproom, opting instead to allow guests to bring their own food or order delivery from nearby restaurants.

"When we first opened up, we were so small, there wasn't even room for a kitchen, plus the number of restaurants that were there, it just never became an option," Michner said. "It's pretty easy just to partner up with someone else and have them deliver at our place."

While Michner remains uncertain what a food menu at the new taproom might look like, he it "won't be big" because of the limited space in the building for a full kitchen.

According to Michner, the brewery's growing coffee sales initially led to the acquisition of the Fruitport property.

"We've actually seen our coffee sales go up quite a bit over the years," he said. "Someone had suggested that (Fruitport) would be good for a coffee shop."

Odd Side added a coffee shop in 2019 when it purchased The Coffee Grounds in Grand Haven, located adjacent to the brewery's downtown taproom at 41 Washington Ave. The company folded the coffee shop into its taproom and opened it as Side Bar Artisan Coffee the same year.

Since then, the coffee side of the business has proven successful, with coffee sales increasing over the past six years, Michner said.

At the same time, Odd Side has decreased its beer distribution post-pandemic, Michner said.

While the brewery used to distribute in 11 states, the brewery has "pulled back quite a bit," focusing its distribution in Michigan, Indiana and Florida, Michner said, noting that the company is working on adding Ohio back to the mix at some point in the future.

"I just don't know when that's going to pick back up," he said of the distribution business. "We've talked about going back into Illinois, but my focus right now is on our second location. I've only got so much I can do in a day."

Odd Side Ales hired Zeeland-based Midwest Construction Group Inc. for the build-out of its new location. The company expects renovations to wrap up by September, while Michner is aiming to open the business shortly thereafter.

The expansion comes as other West Michigan craft brewers have consolidated or closed in recent months. Breweries that recently closed include 3 Gatos Brewery in Wyoming, Saugatuck Brewing Co.'s taprooms in Kalamazoo and Grand Rapids and Brite Eyes Brewing Co. in Kalamazoo.

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