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## NEWS

FOR IMMEDIATE RELEASE

### Come As You Are. Social Misfits To Call Downtown Home.

**(Grand Rapids, MI - June 10, 2021)** Downtown Grand Rapids will soon be home to **Social Misfits**. The eclectic, new Waffles, Cocktails, and Coffee concept from Spencer Raymond.

Social Misfits will open their first location at 43 Fulton St. W., street level at the newly opened Residence Inn by Marriott Grand Rapids Downtown, developed by The Hinman Company, Dakota Legacy Group and Tharaldson Hospitality Management. They become the second retail tenant at the property, located adjacent to the 3,527-square-foot Wahlburgers opening later this summer.

Boasting a nostalgic yet contemporary design and decor, Social Misfits delivers a cozy, lounge-like atmosphere evoking romanticism, character, and dark allure of the iconic speakeasy. Cozy tufted leather banquettes, hardwood floors, vintage brass accents and comfortable outdoor seating set the space apart as the perfect hangout, be it a quick bite or cup of specialty coffee, boozy brunch with friends, or an extraordinary dinner date.

*“We all feel like misfits at some point in life, and I think it’s important we embrace and celebrate it. Individuality and creativity, that’s what it’s all about—dancing to your own drum. That’s where new ideas come from. It’s how change happens. It’s what makes the world so fantastic.”* says Raymond, Social Misfits owner, and creator.

Raised in a culinarily adventurous household with the mantra *“life’s short, you gotta try everything once!”* Raymond promises that Social Misfits will be a delicious adventure and a house of worship to the ultimate comfort food. With an iconic logo of one of history’s most iconic misfits, you’d better believe this isn’t your ordinary cafe.

The new waffle, cocktail, and coffee bar will be located at street level, in the iconic, triangular building housing the Residence Inn by Marriott Downtown. Social Misfits will serve deliciously creative offerings including both savory and sweet scratch-made waffles from farm-fresh local ingredients, locally sourced Michigan maple syrups with unique flavor infusions, craft cocktails, and farmer direct, locally roasted, hand-crafted coffee from The Great Lakes Coffee Roasting Company. And with a location just steps away from the Van Andel Arena, it’s the perfect pre- and post-concert meeting spot for cocktails, coffee, or a bite to eat.

Probably the most obvious question is, why waffles? *“Waffles evoke feelings of comfort, home, and let’s be honest; they’re delicious any time of day. They can transform into something sweet*

*or savory, and what better way to break the norm in an uncomfortably conspicuous way than to compliment your waffles with a cocktail?” Raymond exclaims.*

The carefully curated menu of mouth-watering, homemade waffles is culinary-inspired by a James Beard award-winning Chef, allowing fellow misfits to taste what’s sure to be the best waffles on earth. But it doesn’t stop there; Social Misfits top secret recipes deliver delicious and unexpected flavor combinations; subtly highlighting the most obscure misfits of all time.

To complement the extraordinary menu, the robust and curated coffee program from Great Lakes Coffee will offer a full selection of their specialty pour-overs, a full range of espresso drinks, and cold-brew on tap:

*“As one of the original specialty coffee companies in Detroit, we have been roasting, brewing, and serving the highest quality coffee throughout Michigan for over 20 years and couldn’t be more excited at the opportunity to have a full cafe presence on the West Side of the State..” says Brad Goulding, Great Lakes Coffee Roasting Co.*

With a menu featuring waffles, cocktails, and coffee, you can rest assured there’s a bigger story to tell, *“but you’ll have to stop by to find out!”* says Raymond. In addition to unique merchandise and an upcoming events schedule, a rotating menu ensures there’s always something new to see, taste, or experience. And as a refuge for all manner of nonconformist, eccentric, and underdog, Social Misfits will always provide a safe space to anyone who may have ever felt a little out of step with the world.

*“We wanted to create an anytime hang-out. Great food, great drinks, great coffee. A place where everyone feels welcome and comfortable. A place that makes you smile when you walk in because you know you’ve finally found your tribe. No matter who you are. And once you stop by, you’ll feel that immediately.” says Raymond.*

Social Misfits will serve brunch, lunch, dinner, and nightcaps daily. It is slated to open in the fall of 2021.

### **Be in the know with Social Misfits:**

<https://thesocialmisfits.com>

Instagram | Facebook | Twitter: @socialmisfitwcc

### **About Social Misfits:**

Social Misfits is a welcoming refuge for all, respecting and celebrating the diverse, alternative and authentic. They are proud to feature an eclectic and inventive offering of scratch-made waffle dishes, both savory and sweet, all day long, along with micro-roasted, artisanal Great Lakes Coffee and craft cocktails. Menu items are served up in a creatively cozy setting, equally suited for an unordinary lunch meeting, an extraordinary dinner date or a boozy brunch with friends old and new.

### **About The Great Lakes Coffee Roasting Company:**

One of the original specialty coffee roasters in Detroit, The Great Lakes Coffee Roasting Company has been roasting, brewing, and serving the highest quality coffee throughout Michigan for over 25

years. They pride themselves in their commitment to ethical sourcing, lasting relationships, and elevating the city of Detroit.

Farmer Direct | Locally Roasted | Hand-Crafted. Stay Rooted.

For more information, please visit <https://greatlakescoffee.com> and follow them on social media @greatlakescoffee.

### **About Wahlburgers**

Founded by Executive Chef Paul Wahlberg, brothers Mark and Donnie and other investors, Wahlburgers debuted in October 2011 in Hingham, Massachusetts. The subject of an A&E reality show, Wahlburgers offers a fun, casual music-filled atmosphere where guests, like family, share great food, a few laughs and lots of love. While its walls celebrate the story through photos and words of the Wahlberg brothers' life journeys from Dorchester, Mass. neighborhood kids to rising chefs and international superstars, it's the food at Wahlburgers that takes center stage. Crafted by Chef Paul and served with heartfelt hospitality, the chef-inspired menu features a variety of fresh burgers, crispy haddock, seared chicken and vegetarian options. Other signature items include Mom's Sloppy Joe, thin crispy onion rings, tater tots and thick creamy frappes and floats. Gluten free options are available. Wahlburgers' full-service bar is a popular gathering spot offering an impressive selection of adult frappes, cocktails, wines and beers including the signature Wahlbrewski – a Harpoon Brewery custom, unfiltered Pale Ale. Dedicated to giving back, Wahlburgers is active in every community it serves. Open daily for lunch and dinner, Wahlburgers offers full-service dining, counter service, take out and a full-service bar. For locations and more information visit [wahlburgers.com](http://wahlburgers.com).

### **About Tharaldson Hospitality Group**

Tharaldson Hospitality Management LLC, operates a portfolio of award winning extended stay and select service hotels under franchise license agreements with Marriott International, Intercontinental Hotels Group, Hilton and Hyatt. Our goal is to maximize the operational quality and financial performance of our hotels, grow market share and enhance the performance of our hotels through the constant pursuit of superior levels of quality, efficiency and service. THM currently manages 78 hotels in 19 states, 20 of which carry the Residence Inn flag.

### **About Dakota Legacy Group**

Dakota Legacy Group is a Fargo, ND based Hotel Development Arm of Tharaldson Hospitality Development and formerly TMI Hospitality. They have developed and built over 400 hotels nationwide.

### **About The Hinman Company**

Founded in 1977 by Roger E. Hinman, the Michigan-based Hinman Company has established a diverse portfolio of office, retail and multi-family residential properties. Today, Hinman is proud to own and manage approximately four million square feet of space in the Midwest while having serviced and developed over 10 million square feet of properties in the past four decades. Hinman is headquartered at The Trade Centre, 750 Trade Centre Way, Suite 100, Portage, MI 49002. To learn more about the Hinman Company, please visit <https://hinmancompany.com> and follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

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