

JPG Resources awarded \$208,618 Real Estate Improvement Fund Grant, creating a permanent location for Café Rica

October 15, 2019

Battle Creek, Michigan - JPG Resources has been awarded a \$208,618 grant from Battle Creek Unlimited through the downtown Real Estate Improvement Fund. This fund was made possible by a grant from the W.K. Kellogg Foundation aimed at addressing significant hurdles faced by those wanting to invest in downtown by focusing on revitalizing vacant space, improving code compliance, resolving structural and mechanical issues, and supporting other upgrades to bring unoccupied properties back into productive use.

JPG Resources plans to use the grant funds for renovation and build-out of ground-floor retail space in their building at 62 E. Michigan Ave. with the intent to house a permanent location for Café Rica on the ground floor. Café Rica, founded by brothers Tristan and Jackson Bredehoft, started out in downtown Battle Creek in 2016. Currently housed in shared temporary incubation space with Simply Sensational Berries, Café Rica has become a staple in downtown Battle Creek and is now ready for the next step in growing the business by moving into a permanent location and offering an expanded menu.

“We are honored that JPG Resources and Battle Creek Unlimited have confidence in Café Rica and have given us the opportunity to help revitalize downtown Battle Creek,” said Tristan and Jackson Bredehoft. “We are eager to not only further develop our footprint but to become a community staple as we expand our food options and become a full-service café.”

JPG Resources, founded by Jeff Grogg in 2009, is a food and beverage consulting group based in Battle Creek with a team of over 40 food business professionals. Their mission is to use their food industry experiences to make client visions come to life - no matter if their brand is about to be born or needs to be reborn. Upon completion of the renovation, JPG Resources plans to relocate its consulting offices and food labs into the building, on the upper floor while leaving room for expansion.

“JPG Resources is thrilled to have opened our downtown offices and even more excited to continue to support downtown development via this partnership with Café Rica, made possible by support from BCU,” Grogg said. “Not only does Café Rica make great coffee, but we’ve gotten to know Jackson and Tristan and are inspired by their vision for their business and commitment to growing here in Battle Creek.”

“We are honored to play a role in the revitalization of downtown while helping companies like JPG Resources and Café Rica reach their full potential,” said Joe Sobieralski, President & CEO of Battle Creek Unlimited. “Café Rica’s expansion is exciting and will add to momentum underway in downtown Battle Creek.”

###

ABOUT BATTLE CREEK UNLIMITED

Established in 1972, Battle Creek Unlimited (BCU) is a private, non-profit corporation which serves as the economic development arm for the City of Battle Creek and manages the Fort Custer Industrial Park. The Fort Custer Industrial Park is home to over 80 businesses, including 25 international companies, and employs over 13,000 people. BCU’s mission is to build a strong community by driving strategic investment and job creation.

MEDIA CONTACTS

Joe Sobieralski, President & CEO, Battle Creek Unlimited

TEL 269-962-7526