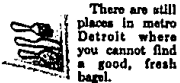


# LET'S GO! DINING

## Bruegger's bakes 'real' bagels

By LYSAGHT  
STAFF WRITER



There are still places in metro Detroit where you cannot find a good, fresh bagel.

But the days of such places are numbered because Bruegger's Bagel Bakery has come to town. Rapidly expanding from an unlikely base of Burlington, Vt., Bruegger's has plans for Canton, Rochester Hills and Ann Arbor stores. They've opened in Grosse Pointe and, most recently, in Farmington Hills, at the busy 13 Mile and Orchard Lake.

A good bagel already could be had in that area; one of Detroit Bagel Factory's six stores is in the neighborhood.

Still, on a visit to Bruegger's the day after it opened, the place was bustling — full of bagels and customers. People rushed in, gathered their bagels and coffee and rushed out. Some people sat, ate and chatted, or read the newspaper. Bruegger's typically draws good morning and lunch crowds, then things slow down in the afternoon.

Lionel Margolick of Farmington Hills and Dan Stewart of Bloomfield Hills sat talking over bagels and coffee. They said they were bagel literate.

"Everywhere I go, I eat bagels," said Stewart, a physician. "I love my bagels."

He said Bruegger's product was thick and crunchy, as a good bagel should be. Margolick was making his second trip to the store. He agreed with Stewart that Bruegger's were the best in the area and among the best he'd ever had.

"These are right up there," Margolick said. His favorite bagel came from a Montreal bakery.

The Farmington Hills shop is a bagel store and deli that seats 60 in typical fast-food surroundings. That's something that most New York Bagel and Detroit Bagel stores don't do. There you often buy your bagel and leave.

Bruegger's bakes bagels hourly all day long and emphasizes freshness. Bagels that are not

sold in four hours are removed from shelves. Baking the counter in the Farmington Hills store is a window offering customers a view of the baking room. Bagels are shaped, boiled in water, as a good bagel needs to be, and baked.

A baker's dozen is \$4.29, a single is 49 cents. There are 10 varieties. Cinnamon raisin is very popular. The Grosse Pointe store sells an unusually large number of salt bagels, said Bruce Phillips, a vice-president of Quality Dining, Inc. the South Bend, Ind.-based franchisee for the Detroit area.

Bruegger's also emphasizes the premium quality of its plain and flavored coffees (\$9 to 99 cents).

The menu includes soup of the day (\$1.69-\$1.99), premium soup (\$2.19-\$2.49) and about two dozen varieties of bagel sandwiches, from very simple (jelly at 69 cents) to simple (salami, roast beef and smoked turkey, all \$2.99).

The store also offers nine different kinds of cream cheeses, including plain, honey walnut and smoked salmon, and others that will change weekly or monthly. Most half-pound containers are \$1.89. There were no low-fat varieties opening week, but Phillips assured customers they were coming.

Cookies, brownies, apples and bagel chips are on the menu, too.

Phillips said his organization, which also runs Burger King and Chili's restaurants, are planning to open 15-20 Detroit-area stores. A Canton Bruegger's is scheduled to open in December and another in Rochester Hills in January. There will soon be two in Ann Arbor.

The Bruegger's chain, founded in 1983, plans for 150 stores by year's end, and 300 by the end of 1995. From the East Coast, the chain has moved to states like Iowa, Minnesota and Missouri. Bruegger's is the country's fastest growing bagel chain.

Phillips said the average Bruegger's tallies \$835,000 in annual sales — 30-40 percent of which are bagels — close to Burger King and Wendy's restaurants.



ANN HEALEY/STAFF PHOTOGRAPHER

New bagel: Bruegger's Bagel Baking Company opened a new store in Farmington Hills. The chain offers a simple but popular menu, and is planning to open about a dozen more stores in the Detroit area.



**Bruegger's Bagel Bakery**  
29433 Orchard Lake Road, at 13 Mile  
(810) 558-3387

Menu: Heavy on the bagels, not surprisingly, about 10 different kinds plus basic bagel sandwiches, soups, coffees and cream cheeses.

Bagels: 40 cents each, \$4.29 for 13. Sandwiches: 69 cents (for butter or jelly) to \$2.99 (smoked salmon and cream cheese). Vegetarian choices. Casual seating capacity: 64.

Hours: Mon. - Fri. 6 a.m. to 7 p.m., Sat. 7 a.m. to 6 p.m., Sun. 7 a.m. to 4 p.m.

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