



"Herman's Boy," Floyd Havemeier talks to a customer at the newly opened, larger location at 220 Northland Dr. in Rockford.

ROCKFORD ICON

Herman's Boy celebrates 45 years in business

In the summer of 1979, Floyd and Sharon Havemeier purchased a building at 63 Courtland Dr. in downtown Rockford, simply as an investment. Months later, Floyd had the idea to open a cheese and meat deli and gift shop, called "The Melting Pot," with his wife, Sharon and two sons Jeff and Doug, as the employees. Soon they were baking authentic bagels, jumbo cookies, pastries, selling fresh roasted nuts, coffee and residents provided handmade crafts.

In 1982, an opportunity presented itself to purchase Grand Rapids own "The Coffee Ranch", a coffee roasting company founded in 1901. Within a few months, Floyd and sons were roasting high grade Arabica coffees in a turn of the century Royal #5 coffee roaster. Many Coffee Ranch customers found their way to Rockford to continue purchasing their favorite coffee. The Coffee Ranch also had established wholesale customers which The Melting Pot continued to serve.

In 1985, Floyd purchased the O'Fudge Candy Shoppe, which had been sharing space with The Melting Pot already. O'Fudge made authentic Mackinac style fudge on marble tables, brittles, and other chocolates.

In 1987, another business was purchased, called "The Cookery Nook", specializing in unique

cookware and gadgets.

Each time a business was purchased, a wall between newly purchased buildings would be knocked out and The Melting Pot would expand and add it under their umbrella of unique products.

In 1999, a letter was received from "The Melting Pot" fondue restaurant chain, who were about to expand into Michigan, that Floyd was to cease and desist from using the name "The Melting Pot". After conferring with his lawyer, he was told he may win the case to keep the name, but the true winners would be the lawyers. As far back as the 1980s, Herman the icon was used in various advertising with the tag line "approved by Herman's Boy". Herman's Boy was the name chosen to replace "The Melting Pot."

Sidebar (Herman is not the name of the owner or originator of the business, but rather Floyd's father. Floyd was from a small town in Minnesota and was often referred to as "Herman's Boy.")

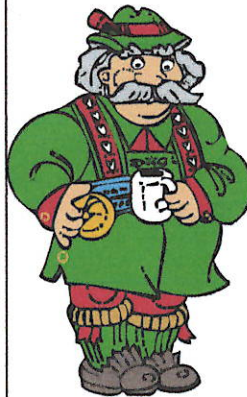
In 2005, Floyd made the last of his crazy moves. The first was purchasing the "Outdoor Cook," a business that featured a smokehouse making their own jerkies and selling grills, with emphasis on The Big Green Egg, outdoor gadgets and holding outdoor cooking classes. The second move was because of the first move, Herman's Boy

had outgrown its space at 59-63 Courtland. Floyd sold most of his physical assets in order to purchase an old farmhouse that held a 100-year old farmhouse and barn and several other outbuildings. He built on to the house a large building that would house the roastery, the bakery, smokehouse, retail, and sit-down dining space. Many thought Floyd had lost his mind for moving out of downtown, but like Noah building the Ark, he had faith.

Herman's Boy has continued to grow as people come from all over to purchase fresh roasted coffee which is also shipped across the Country. Herman's Boy gift box business, featuring all the made in store goodies, are sent to individuals and businesses' customers and employees. The bakery has added more and more to their line, with a full deli sandwich and coffee shop that continues to offer all the fresh smoked, baked and roasted products at a reasonable price.

In 2012, Floyd semi-retired, turning the business over to his three sons, Jeff, Doug, and Bryan. They are supported in business by their sister Heidi and son/nephew Zac.

God has truly blessed so much through these 45 years, and the Havemeier family is so thankful for all the support of their customers - and especially the town of Rockford. Thank you all!



HERMAN'S BOY INC.

**Roastery • Bakery
• Confectionery**



The Melting Pot, located in the heart of downtown Rockford on Courtland St. Parking was always a challenge for loyal customers.



Herman's Boy's location today. A beautiful sprawling building with plenty of goodies to find inside.