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**MAKE FRIENDS WITH ROUGH PONY!**

**TRAVERSE CITY, MICHIGAN** – Comfortingly delicious coffee. Perfect, wholesome and clean smoothies and food. A pleasant and welcoming place to make new friends, spread out your laptop or simply regroup.

Order online or in person. Act now and share [Rough Pony](#) as an ultra-thoughtful gift to sidestep the doldrums or rejoice in the cheer. A gift for all seasons, particularly now.



Try Stockist Coffee, Bubbie’s Bagels, Bear Earth Teas and veggies and fruits from Lakeview Hill Farm and Michigan Farm to Freezer and, of course, chocolates from Empire’s Grocer’s Daughter, the world’s best from Ecuador. The Egg & Cheese Sandwich with Havarti and the Bougie Toast with avocado, jammy egg and pickled onion are current patron favorites. Easy to find. Lots of places to sit. An easy walk but also plenty of parking.

“We hear that our menu and atmosphere are nostalgic for folks who enjoy the simplicity and warmth of Rough

Pony,” says Becky Tranchell, Rough Pony’s owner. “It’s like the coffee we roast here – smooth and balanced without rough edges. People come here to enjoying a beverage, pastry, warm cereal or sandwich while doing what they enjoy from painting to board games to playing the flute, you name it.”

“Rough Pony has a fun and energetic name and space,” said Manager Heather L’Esperance. “It’s a place where people can enjoy our food and beverages and the playful, quirky and whimsical vibe we welcome.”

Among Rough Pony’s admirers is [Venture North Funding and Development](#) that recently awarded them a \$1,000 Mini Grant to promote their business.

“Great food and beverages in a welcoming atmosphere with superior service - Becky and her team are making Rough Pony a wonderful destination,” said Laura Galbraith, president of Venture North. “We’re proud to support their work!”

Venture North is a nonprofit organization that supports the growth of small businesses in northwest Michigan through Affordable Loans, Mini Grants and Professional Business Consulting.



**Go! Enjoy!**

**144 Hall St. • Traverse City, MI**  
**TC Warehouse District**  
**Across from Hotel Indigo**

[www.roughpony.com](http://www.roughpony.com)

**8:00 – 3:00, M, Th, F, Sat, Sun**  
**8:15 – 3:00, Wed.**  
**Closed Tues.**

**Holiday Specials!**

- Gift card sale: for every \$25, get \$5 - up to \$100.
- Gingerbread Lattes
- Cranberry Orange Spritzer
- Peppermint Mochas (with Grocer’s Daughter Chocolate)
- Retail Bags of Coffee from Stockist Coffee Co.
- New Year’s Day Brunch, 10:00 a.m. – 3:00 p.m.
- Food and beverage specials!