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Boardwalk Deli & Ice Cream Shop and Fresh Basil Café Sold to Entrepreneur, Marking New Era for Saugatuck Waterfront Favorites

Saugatuck, MI — After two decades as a fixture on Saugatuck’s bustling waterfront, Boardwalk Deli & Ice Cream and Fresh Basil Café have been sold by Erhan Kara and his wife Natalie to entrepreneur Justin Salava.

Located on Water Street, the two cafés have long been favorites among both locals and the town’s vibrant tourist community. Open seven days a week during the extended summer season, these seasonal eateries offer an extensive menu that includes deli sandwiches, wraps, paninis, breakfast items, salads, and a popular juice and smoothie bar. The attached ice cream shop has been a go-to spot for families and visitors seeking a sweet treat after a day on the water.

Since its founding in 2005, Boardwalk Deli has built a reputation for quality, variety, and a welcoming atmosphere. The business has weathered industry changes and economic challenges, including the COVID-19 pandemic, with resilience. Its success is attributed to its broad menu, loyal customer base, and prime waterfront location.

Salava is committed to upholding the exceptional standards and offerings that have made Boardwalk Deli and Fresh Basil Café lasting favorites. To ensure a smooth transition for both staff and customers, he will be working closely alongside the Kara’s throughout the summer.

The transaction was facilitated by Tom Zant of Equity Group of Michigan, a Michigan-based Merger & Acquisition advisory firm. “This sale marks a new chapter for Boardwalk Deli and Fresh Basil. Justin’s passion for hospitality, combined with the strong foundation built by Erhan and Natalie, ensures these waterfront favorites will continue to thrive and delight both locals and visitors.”

Be sure to visit either of these establishments this summer!

About Equity Group of Michigan:

Equity Group of Michigan is an independent merger & acquisition and commercial real estate advisory firm that specializes working with privately owned businesses. Our passion is knowing our clients and helping them reach their goals. We are truly Client Focused. As part of that mission, we also provide professional business consulting and succession planning services.