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Mike's Famous Michigan Bean Dip Wins Westborn Market Product Placement Competition

KALAMAZOO- On October 19, Mike's Famous Michigan Bean Dip won the Westborn Market Product Placement Competition Award at the Making It in Michigan Trade Show. The event was put on by Michigan State University's Product Center at the Lansing Center.

Mike's Famous Michigan Bean Dip, produced by Kalamazoo-based Clara's Kitchen, was one of four winners chosen from over 100 participants. This was owner Mike Kruk's first appearance at a trade show. Store owners from throughout the state were able to sample the dip, exposing Mike's Bean Dip to new markets. The prize for the competition, shelf space in three Westborn Markets in the metro-Detroit area, will allow the dip to be available on the east side of the state. Currently the dip is available in six stores in Kalamazoo, as well as the Bronson Hospital Café, Legend's Sports Bar in Paw Paw and the Old Hat Brew Pub in Lawton.

"We are thrilled and honored to receive this award," Kruk said thanking all his supporters and friends, "we are equally pleased with the positive comments we received about the bean dip, the packaging and the presentation."

Clara's Kitchen has been in business for just two years, though Kruk has been making his bean dip for friends and family for over 30 years. Kruk credits the blend of flavors and texture to his "secret" ingredient peanut butter. Though this has never been a well kept secret, Kruk started adding it when he learned about Mexican cooking from a peer in 1980 and has been doing so ever since. Due to lack of resources, Kruk was unable to follow through with his idea of marketing his dip. However when the Can-Do-Kitchen opened, a business incubator project of Fair Foods Matters, it gave Kruk the certified kitchen he needed to produce his dip for the market. The program has given him technical assistance needed, while receiving coaching from the Michigan Small Business and Technology Center.

For more information, Michael Kruk can be reached at (269) 491-1620 or at