



NEWS RELEASE

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Big O' Smokehouse
Media Contact: Kendra Higgins
kendra@greencupdigital.com

Big O' Smokehouse Celebrating 25 Years of the Best Smoked Fish West Michigan's Ever Had

Serving up the best, highest-quality smoked meat and seafood products West Michigan's ever had, Big O' Smokehouse celebrates 25 years in business by pivoting around nationwide food industry challenges through new, accessible wholesale distribution channels, expanded local market goods, and timeless dedication to their acclaimed, exceptional customer service.

CALEDONIA, January 2023 - Big O' Smokehouse is celebrating a half-century of fresh, locally-sourced smoked fish, meats, and jerky with new product options and opportunities for customers and local businesses. A family-owned and operated business with strong roots in the West Michigan community, Big O' Smokehouse tackles [nationwide food industry challenges](#) head-on by pivoting their business model to meet customer demand in sustainable, innovative ways.

In addition to offering a wide array of popular, naturally-smoked fare and West Michigan favorites within their [Caledonia market storefront](#), Big O' Smokehouse has partnered with close to 150 local small businesses and chain retailers to bring their famous smoked fish, smoked shrimp, smoked salmon jerky, and smoked dips to customers throughout the state. Diversifying their distribution chain allows Big O' Smokehouse to stay open and accessible to customers at a time when [most food industries are facing extreme economic hardship](#).

New local partnerships serving Big O' Smokehouse products include premier restaurant protein supplier [Halperns' Steak and Seafood](#), popular Greater Grand Rapids retail leaders [Meijer](#)

including the [Bridge Street Market location](#), [Fresh Thyme Market](#), and specialty east-side retailer [Plum Market](#).

When asked about the decision to expand within larger retail markets, Owner Bruce Osterhaven reflects, “In addition to our Market, partnering with local businesses and retailers allows us to continue our passion of providing the best smoked fish, shrimp, and dips you’ve ever had while maintaining our close connection to our community and loyal customers.”

Big O’ Smokehouse is family owned and operated with a 25-year legacy of delivering high-quality products alongside extraordinary customer service. What began as a shared local seafood passion between grandfather, father, and son has now expanded to four generations of experience, knowledge, and innovation designed to withstand the test of time. A champion for community growth and support, Big O’ Smokehouse proudly participates in local nonprofit events and neighborhood-driven efforts through dedicated sponsorships and giving-back campaigns. By keeping a keen eye toward the future while staying rooted in foundational family, community, and customer-focused values, Big O’ Smokehouse impressively positions themselves to continue leading the West Michigan smoked seafood and meat industry for the next 25 years and beyond.

To learn more about Big O’ Smokehouse, [find Big O’ Smokehouse products near you](#), or [become a Big O’ Smokehouse wholesale customer](#), visit their [website](#), call them at 616-891-5555, or experience their market storefront in person at 9740 Cherry Valley Avenue SE in Caledonia, Michigan.

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