

Wacky Willies packs freshness and imagination into their menu!

by *George Moses*

Wacky Willies - Richard Williamson knows what it's like to build a business. He started off with a cell phone store in Brighton. Next he built a wireless broadband company in Fort Meyers, Florida serving businesses. Then he moved into the voice over IP business. He spent over 20 years in that industry. Jennifer and Richard Williamson moved back to Brighton 4 years ago. They wanted their kids to have the same environment they enjoyed when they went to Brighton High School.

They began their business in a party store in downtown Brighton more than a year ago. Then this location near Planet Fitness became available and Richard and his wife Jennifer decided to build a pizza business.

"It doesn't matter what business you're going into, it's all very similar," said Williamson. "It's all about a good product, good customer support or service in this instance and trying to build up that customer to buy repetitively from you. It doesn't matter if you're in the phone business or broadband or whatever."

Asked how they came up with the name Wacky Willies, Jennifer replied, "Willies is actually a play on our name Williamson. We talked about having a boat with "Willies Way Out" on it and one thing led to another and next thing you know it was Wacky Willies." It's definitely a name that people will remember.

It took 2 months of work to renovate and make it more inviting. They moved in on July 17. The new location is friendly and inviting for both carry out or for taking a break and dining in.

Tips are collected on the counter for the staff and when they build up enough money, they take everybody on a company outing to have fun and build team spirit.

Wacky Willies has a rewards program where you can get a free slice to sign up and get 5% back on every dollar spent for future orders. The reward grows to 10% Monday through Friday between 11 am and 3 pm.

Specialties: Pot Roast Pizza, Chicago Deep Dish Pizza. A Family Style Dinner is baked to order on weekdays with spaghetti, mostaccioli, breadsticks and Greek salad. The Calzone folded pizza is a favorite. Wacky Willies creates many unusual pizzas. One example is the Crazy Greek Pizza with chicken, olives, red onions, tomatoes and banana peppers. A related menu item is the Crazy Greek Stromboli.

For the vegetarian, they offer a Veggie Calzone or a Veggie Pizza. Both are healthy and delicious.



Jennifer and Richard Williamson serving up "crazy good" pizzas at Wacky Willies in Brighton

With the help of their customers, the Williamsons are constantly creating new pizzas to add to their offerings. They have gluten-free pizza, their signature Sniglets as well as mushroom cap Sniglets.

Some advised against the open kitchen design, but the Williamsons believe customers enjoy watching them create pizzas while they wait. "A lot of people told me I was crazy to have an open kitchen like this... But I hear everyone say that they love to see everything in motion. And the kids love to sit up there and watch their pizzas being made," said Williamson.

"We host field trips, having kids come in and make their chefs hats and we let 'em come back in the kitchen and take a tour of the place." Then they get to sit at a table and pound their own dough out, put on the sauce, cheese and pepperoni and make their own pizzas.

So, as the Williamsons say, it's all about a good product, great customer support or service and building up that customer to buy repetitively from you. Of course, it helps to have some unusual pizzas and Sniglets on the menu that are "crazy good."

**Wacky Willies is located at
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www.facebook.com/wackywillies**