

FRANKENMUTH RiverPlace Shops

Creating Enjoyable Experiences!

Visitors of all ages will find something to love at Frankenmuth River Place Shops:

For Families: Explore the Ultimate Mirror Maze and visit the River Place Game Room at the Cass River Bar and Grill.

For Couples: Savor a bit of Paris at La Crepe Du Jour or indulge in a couple's massage at Serendipity Wellness Spa. Taste wine and spirits from Cherry Republic, Grand Traverse Distillery, Black Star Farms, and Modern Craft Winery.

For Tour Groups: Board the Bavarian Belle riverboat for a historic tour of Frankenmuth, stop by SugarHigh Bakery (the Season 7 winner of Cupcake Wars on Food Network!) and browse I Love Frankenmuth for the perfect souvenir or gift.



View stores, events, hour updates, and more from Frankenmuth River Place Shops!

Walk the Magical Bavarian Triangle!
Each location is just minutes apart!



Frankenmuth River Place Shops
925 S. Main St. Frankenmuth, MI 48734
1-800-600-0105

Bavarian Inn Restaurant
713 S. Main St. Frankenmuth, MI 48734
989-652-9941

Bavarian Inn Lodge
One Covered Bridge Ln. Frankenmuth, MI 48734
989-652-7200

FRANKENMUTH RiverPlace Shops



SHOP TO YOUR HEART'S CONTENT
AT OVER 40 UNIQUE SHOPS & ATTRACTIONS!

925 S. Main St. Frankenmuth, MI 48734
frankenmuthriverplace.com • 1-800-600-0105



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Dining

There's something special about going to the Bavarian Inn Restaurant for a home-cooked meal! Since 1888, more than 20 million guests have returned to feast on the world-famous "all-you-care-to-eat" family style chicken dinners. Tour the Castle Shops and the Bakery area for food and gift items to take home!



Shopping

3 UNIQUE EXPERIENCES CREATED
BY OUR FAMILY FOR YOURS!



Bavarian Inn Zehnder Family

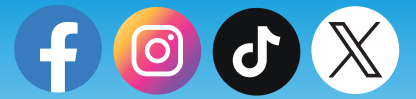


Lodging

The Bavarian Inn Lodge, a 360-room German-themed resort, offers something for all ages including 2 water slides, 4 indoor pools, 3 whirlpools, the Family Fun Center with 18 holes of indoor mini-golf and over 180 video games, 2 restaurants, a banquet and conference center with space for groups up to 500, and the Lorelei Lounge featuring free nightly entertainment.



FRANKENMUTH RiverPlaceShops



@RiverPlaceShops
#RiverPlaceFun

APPAREL

This store is Pet Friendly!

- B-1 FUNKY SKUNK** - Irish-themed merchandise including authentic imported sweaters and hats, jewelry, gifts, and Michigan's largest selection of Guinness merchandise. 989-652-2718
- D-4 I LOVE FRANKENMUTH** - Frankenmuth's destination of apparel for the entire family. Everything you can think of in one shop. Souvenirs and much more! 989-262-4215
- H-4 EMILIE B'S** - A boutique where moms and daughters can shop together! Specializing in the latest on-trend and contemporary clothing, gifts, and accessories. 989-652-7743

ATTRACTIONS/ EXPERIENCES

- BAVARIAN BELLE** - Board an authentic paddlewheel riverboat for a relaxing narrated historical tour of Frankenmuth along the Cass River. Docks at the waterfall in the River Place Shops from early May to mid-October. 1-866-808-2628
- A-2 SERENDIPITY WELLNESS SPA AND GIFT SHOP** - Frankenmuth's Destination Spa specializing in group and couples services. Award winning services include massages, facials, manicures, pedicures and body treatments. 989-652-6117
- C-4 ULTIMATE MIRROR MAZE** - Take the Challenge! Come get lost in the Mirror Maze or test your ninja skills in The Vault Laser Challenge! Admission is good all day. Group rates available. 989-652-3711
- C-5 GOLDEN TICKET TROLLEY** - Offering exciting tours and private rentals. 989-599-4355
- D-6 BAVARIAN BLACKSMITH EXPERIENCE** - Forge your own piece under the guidance of our experienced blacksmiths. Choose to forge your own dagger, knife, wand, and much more! 989-721-4604
- D-10 RIVER PLACE GAME ROOM** - Over 40 great arcade games with a large redemption prize center to redeem your earned tickets! 989-652-3070

RETAIL & GIFTS

- B-2 YANKEE CANDLE COMPANY** - America's best loved candle company offers a wide variety of scented candles and home fragancing. Come visit the largest Yankee Candle store in Michigan, featuring unique accessories and home décor ideas. 989-652-4523
- B-4 STAY TUNED** - Something exciting is on the way! A brand-new store is coming soon, bringing something you won't want to miss. Keep an eye out for updates - we can't wait to share more with you!
- B-5 THE SPICE & TEA EXCHANGE** - Boasts an extensive selection, featuring over 100 fresh spices, 85 hand-mixed seasoning blends, 30 flavored sugars & salts, and 70 exotic loose-leaf teas. 989-652-2128
- C-1 WOODY'S** - Featuring collectible knives and swords, Steampunk and Renaissance fashion and accessories, military and first responder gifts, and biker t-shirts with attitude. 989-652-7347
- D-5 THE STADIUM** - Come experience Magic the Gathering, Pokemon, Yu-Gi-Oh! and other great collectible games. Carrying a full line of sports cards and board games for the whole family, from the most experienced to the beginner. 989-502-5000
- D-7 CHARLIN'S BOOK NOOK** - A used book store filled with classic and contemporary literature. Our Kid's Corner provides a safe place for your kids to read while you browse! 989-652-2900
- E-1 BEAD HAVEN** - Michigan's largest bead store! Shop beads, jewelry, rocks, crystals, incense, and a vintage resale boutique! 989-652-3566
- F-1 THE MICHIGAN SHOPPE** - Specializing in Michigan-made products and hand-crafted artisan inspired gifts from local artists. 989-262-8071
- G-5A STICKY SITUATIONS** - Pooh (and Piglet) loves to sample in our tasting room full of delicious honey, honey butter, honey mustard, tree syrups, and loose leaf teas. 989-262-0747
- G-5B EXTRA VIRGIN OIL STORE** - Foodies rejoice! Enjoy sampling imported olive oils, vinegar, risotto, authentic pastas, and savory sauces while being transported to Italy's Amalfi Coast. 989-262-0747
- H-1 ENCHANTED FOREST** - A land of fantasy, myths, and legends and home to fairies, dragons, and gnomes. Featuring miniatures for your fairy garden. 989-652-2753
- H-3 PEPPER PALACE** - Small-batched, handcrafted, all-natural, and award-winning gourmet hot sauce, salsa, bbq sauce, seasoning, pepper jelly, mustard, marinades & rubs. Free sample bar! 989-502-1700
- H-5 HELLO CATS AND DOGS** - Featuring an extensive collection of unique items dedicated to cats and dogs. We aim to please all pet lovers. You will not want to miss our "Barkery!" 989-652-2005
- H-8 FOR BARE FEET** - Unique selection of licensed and novelty goods. Featuring NFL, NCAA, NHL, country, dog breeds, wilderness animals, and many other designs. 989-652-0068
- I-1 WILD BIRDS UNLIMITED NATURE GIFT SHOP** - Exclusive Frankenmuth handmade stone birdhouse gifts, backyard birdfeeding supplies, and unique gift ideas. 989-652-8830



DINING

- D-1 CASS RIVER BAR & GRILL** - Serving beverages, as well as a full bar and a casual menu for lunch and dinner, this is the perfect spot for birthday parties or any gathering. 989-652-3070
- H-7 LA CREPE DU JOUR, CREPERIE & CAFÉ** - Come experience "a taste of Paris in Little Bavaria" with one of our made-to-order French style crepes perfect for breakfast, lunch, dinner, or dessert. Pair it with one of our luscious coffee drinks to make for an exquisite treat! 989-652-2925
- G-2 PASTY HAUS** - Specializing in homemade pasties from the traditional to more specialty flavors, including Gluten Free and Vegan. Dine-in or frozen to take home options. Finish off your meal with a refreshing bubble tea or unique snow ice treat. 989-502-5009

SPECIALTY TREATS & DRINKS

- A-1 ZAK & MAC'S CHOCOLATE HAUS** - Freshly-made chocolate that combines old family favorites with bold new flavors. Made fresh daily and made with 30 years of family heritage! 989-652-4925
- B-6 GRAND TRAVERSE DISTILLERY** - Michigan's award-winning grain to bottle distillery. Visit our tasting room to learn about and sample our vodkas, whiskeys, gins, and rums! 989-652-2483
- B-6 BLACK STAR FARMS WINERY** - Michigan Premier Winery, located inside Grand Traverse Distillery. A small winery with a hand-crafted approach to wine making that produces classic varietal wines. Stop in for a taste of our wines. 989-652-2483
- C-2 THE POPCORN WAGON** - Popcorn lover's paradise! Over 40 flavors of gourmet popcorn, tons of popcorn supplies, and great gift ideas! 989-652-1114

- D-9 N'ORLINS BEIGNETS & COFFEE** - Enjoy a taste of New Orleans; a hot, fresh, and sweet beignet covered with powdered sugar along with a cup of café au lait. Also serving authentic Cajun gumbo, made fresh every day! 602-796-5500
- E-1 MODERN CRAFT WINERY** - Located inside Bead Haven. Drink wine differently with mixology. Your taste buds will love the fruit-infused wines. 989-652-3566
- G-1 SUGARHIGH BAKERY** - Cupcake Wars Winner on The Food Network, specializing in designer cakes, gourmet cupcakes, homemade gelato, and more! Gluten-free, sugar-free, and vegan options always available. 989-652-2400
- G-3 SUGARRUSH SWEETS & TREATS** - Specializing in candy buffets and candy baskets. A huge selection of bulk & nostalgic candy, made-in-Michigan Ashby's Ice Cream, honey roasted almonds, and all things sweet! 989-652-2578
- G-4 JERKY JOINT** - "The Meating Spot," featuring hundreds of varieties of jerky in one location. We specialize in jerky, exotic meats, pickled foods, rubs, sauces, and craft beers. 989-652-4810
- H-2 CHERRY REPUBLIC** - Celebrating the beauty and spirit of northern Michigan in everything we make and do, Cherry Republic has grown to be the world's largest exclusive retailer of cherry food creations. 231-226-3039
- H-6 GREAT LAKES OLIVE OIL CO.** - A great selection of gourmet olive oils & balsamic vinegars from around the world. Free taste testing daily. 989-652-2433

For leasing opportunities, contact
Garrett Kerr - General Manager
1-800-600-0105 or gkerr@bavarianinn.com

Annual Events 2025



Scan for even more fun events and activities!

All events and activities at Frankenmuth River Place Shops are free to attend, with some fees for additional experiences.

DOG BOWL

Memorial Day Weekend - May 24-25
The world's largest Olympic-style festival for dogs! Experience more than 25 activities you and your dog can participate in - from DockDogs and Disc Dog Competitions to Fun Runs and Costume Contests! All dogs are welcome, and must be on a leash. Every dog has its day, and this is it! Dog Bowl is part of Frankenmuth Dog Bowl, Inc. Our mission is to advocate for responsible pet ownership through educational programs and world-class events. Learn more at www.dogbowlfun.com!



BALLOONS OVER BAVARIAN INN

Memorial Day Weekend - May 23-26
A competitive hot air balloon event at Dog Bowl! View morning and evening flights over downtown Frankenmuth by balloon pilots from across the country. The balloons return for the nightly Balloon Glow Village at the River Place Shops field. Learn more at www.dogbowlfun.com!



FUNTOWN CHOWDOWN FOOD TRUCK FESTIVAL

May 8, June 12, July 10, August 14, September 11
A community dinner like no other! Experience cuisine from around 20 food trucks from across Michigan, music, plenty of seating and additional family-friendly activities.



BAVARIAN VOLKSWAGEN FESTIVAL

June 14
Explore over 200 Volkswagens, from vintage classics to modern favorites, in a showcase that's perfect for car enthusiasts and families alike.



CASS RIVER COLONIAL ENCAMPMENT

July 19-20
Experience an encampment of historical reenactors representing America's history, from the French & Indian War through the Revolutionary War. Activities include battle skirmishes, weapon demos, flag raising ceremonies and period concerts.



SCARECROW FEST

October 18-19 & 25-26
Get into the spirit of autumn with harvest-themed activities like pumpkin painting and bowling, barrel train rides, arts and crafts and the always-popular pumpkin launcher!



'TIS THE SEASON WEEKENDS

Starting November 29
The perfect way to start the Christmas season! Join in on caroling, meet Santa Claus, and shop for the perfect Christmas gift!



HOLIDAY HOT COCOA CRAWL

December 11-12
Enjoy a stroll through the charming shops of River Place while sipping Hot Cocoa along the way!



Planning Ahead? Events for 2026

- Dog Bowl:** May 23-24
- Balloons Over Bavarian Inn:** May 22-25
- Funtown Chowdown Food Truck Festival:** May 14, June 11, July 9, August 13, September 10
- Scarecrow Fest:** October 17-18 & 24-25

Your Complete Guide to Frankenmuth River Place Shops!