

A Dozen Excuses Meets Donut Demand in Superior and Beyond

By Julia Rulla

If you need an excuse to visit Superior's first and only donut shop, we can give you 12 of them.

A Dozen Excuses is a cozy, bright spot located right along the middle of Tower Avenue, boasting an exposed brick interior adorned with engaging photographs and a super charming table for two at the step-up window seat. You will also find that most of the furniture and fixtures are repurposed items, a perfect choice for the shop's ambiance.

The owner of A Dozen Excuses, Melissa Hyatt – in partnership with Cliff Lindberg and Reggie Crawford – has been busy since the first day the business opened last July. And it's just gotten busier by the day.

Hyatt says the location was ideal for what they were looking for, even though

some people said they were "crazy" to open a business during the revitalization of Tower Avenue. But they went ahead as planned and their success has been beyond what they had hoped for.

Signage was a major focus, and A Dozen Excuses has one of the most eye-catching signs on Tower. The Superior Business Improvement District worked with the business to provide a matching sign grant and Cricket Signs did an outstanding job creating it.

Once inside, you'll find yourself in donut heaven with impossible choices to make. Just a few of the varieties offered include Banana Split, Maple Bacon, Cream-Filled Coconut Long Joes (named after their baker), Strawberry Shortcakes, Almond Fried Cinnamon Pastry, Heath Bar Cake Donut and Caramel Apple Fritter – and so many more.

If you'd like to come back for lunch, the menu includes hamburgers, hotdogs, a homemade soup of the day and a different special every day, such as Taco Tuesdays and Italian Thursdays. The Conics, however, are on special every day. You can even buy Coney sauce by the gallon or the half-gallon.



Co-owner Melissa Hyatt



The Superior BID worked with the business to provide a matching sign grant.

Being located in downtown Superior provides a great opportunity to gain the attention of locals passing by and visitors driving down the newly renovated Tower Avenue, in addition to easy access to nearby businesses that count on them for deliveries they need for their establishments. In addition to serving Superior customers, A Dozen Excuses also supplies its products to gas stations, several restaurants, a casino and to Lake Superior College in Duluth.

Events can be catered to your specifications. A great example is the event staff did for the NBC Spartans Sports Complex at Superior High School, at which donuts were handed out from the tailgate of Cliff Lindberg's 1951 red Dodge truck.

Conferences, business lunches or private parties can also be accommodated. And through A Dozen Excuses' delivery service, the staff will bring a box of freshly made donuts right to your home or workplace.

A Dozen Excuses makes all of its bread and buns in-house and does not sell day-old goods; instead, they are donated to charitable organizations.

Visit the website at www.adozenexcuses.com to view the entire menu. And while you're there, sign up for their newsletter, which will be emailed right to your in-box, to get the latest specials.

Business hours are: Monday through Friday from 6 a.m. to 3 p.m.; Saturday from 6 a.m. to 2 p.m.; and Sunday from 8 a.m. to 1 p.m.

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