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new breed of restaurant owners

By Lizzy Alfs

They're the faces behind a half dozen restaurant and bar establishments in just a few-block radius of downtown Ann Arbor.

But the reach of restaurateurs **Jon Carlson** and **Greg Lobdell** doesn't end there.

A [feature article in Metromode Media](#) says the duo, who together own **2Mission**, are helping to change the face of Metro Detroit's dining landscape.

"They like to keep their concepts fresh and interesting and will tweak them every few years to ensure that. And if something doesn't work, they change it, and will keep changing it until it does work," the article says.

Carlson and Lobdell, along with other investors, are involved with Blue Tractor, Cafe Habana, Lena, Jolly Pumpkin, Grizzly Peak and Mash. They also own a handful of restaurants in Royal Oak and Traverse City.

Their approach to business, the article says, is to stay behind the scenes and let an operating partner run the day-to-day operations at each of the restaurants. That way, someone is always hands-on.

Carlson and Lobdell also never slow down – they're currently [expanding](#) the Jolly Pumpkin brewing facility in Dexter and are hoping to open a Jolly Pumpkin in Royal Oak.

Read more about their approach to business and other plans in the works on [Metromode Media](#).

Lizzy Alfs is a business reporter for AnnArbor.com. Reach her at 734-623-2584 or email her at lizzyalfs@annarbor.com. Follow her on Twitter at <http://twitter.com/lizzyalfs>.

North Peak's Diabolical IPA garnered its first international award earlier this summer when it was honored with a Gold Medal at the Los Angeles International Beer Competition, for best English-Style India Pale Ale. The [Northern Michigan beer](#) is featured at [Northern Michigan restaurant North Peak](#) in [Traverse City](#), as well as other restaurants operated by North Peak's parent company, Northern United Brewing Co.

"We're excited for our first major international award for the North Peak Beer brand," says Jon Carlson, who – along with Greg Lobdell, Ron Jeffries and Tony Grant – are the managing partners of the Northern United Brewing Co. (NUBCo). "Diabolical is our flagship beer and to have it recognized as top of its class, on an international scale, speaks volumes to the quality of this Michigan brew."

The Michigan-based North Peak Brand was launched in bottle distribution in its home state in 2009, with Diabolical being one of the original offerings. From there, the brand was introduced to Florida, Indiana, Kentucky, Missouri and Ohio. California was the seventh state to add North Peak to the market, during the first quarter of 2014.

Available year round as one of North Peak's signature beers, Diabolical IPA (6.6% ABV / 66.6 IBUs) has hops from nose to tail. This IPA is unfiltered and dry-hopped, with Michigan-grown Chinook and Cascade hops. It has a smooth malt character, with citrus and pine aroma.

As with all beers in the North Peak portfolio, Diabolical is steeped in legend, as represented by the jackalope—best described as a rabbit with deer antlers.

It is possible that the tales of the mythical jackalope were actually inspired by sightings of them in Northern Michigan, generations ago. Folklore offers many claims as to the creature's habits, including an almost un-quenchable thirst. It is commonly believed that a jackalope may be caught by putting a flask of whiskey out at night. Drawn by the rich aroma, and a need to drink, the creature consumes its fill, thus making it easier to hunt.

"We actually encourage people to set out a pint of Diabolical to lure the little critter," Lobdell says. "He's sure to be knocking on your door for more."

The North Peak is part of Northern United Brewing Co., which also encompasses the Grizzly Peak and Jolly Pumpkin Artisan Ales craft beer brands, as well as the Civilized line of spirits and Bonafide Wines. NUBC's philosophy focuses on a dedication to conservation, inspiration and locally sustainable practices.

Find NUBC products at stores, restaurants and bars all throughout Michigan, including: [North Peak Brewing Company](#), [Mission Table](#) and [Jolly Pumpkin Brewery](#), in Traverse City; Jolly Pumpkin and Grizzly Peak, in Ann Arbor. Brands may also be found outside of Michigan, in select markets.



Jon Carlson and Greg Lobdell recently expanded Blue Tractor, relocated Cafe Habana and opened Lena.

Angela Cesere | AnnArbor.com