

Brian Head Quarterly Business Spotlight for June 2020 – Brian Head General Store

This month Brian Head Town is spotlighting one of our local businesses, The Brian Head General Store, which is located at the center of town at 259 Village Way Brian Head, UT 84719, inside of the “Mall”.

I sat down with Jim Ortler and Kristi Groberg to get the history and information of the store. The Brian Head General Store was opened about 10 and a half years ago in the fall of 2009. They already owned the space in the Mall and it had become vacant once the shop that previously occupied it had relocated. Instead of letting the space stay vacant, they decided that the best way to utilize the empty space was to open a “General Store” to serve the community and support other local businesses. They decided on the name “Brian Head General Store” because towns in western movies often had a “General Store” that sold just about everything, and since their intentions were to sell almost everything, they thought of themselves as a General Store.

The Brian Head General Store is a convenience store. They strive to meet all the needs of cabin/condo owners and visitors. They have fresh hot coffee every morning, fishing supplies, souvenirs, games, apparel, dairy, first aid, groceries, cigarettes, beer and so much more. When you stop in, make sure to pick up one of Kristi’s featured Brian Berry pies, as they are absolutely amazing!

Kristi mentioned that her favorite event in Brian Head is the 4th of July and the festivities that come along during these celebrations. Kristi has been a part of the Arts and Crafts Fair that takes place in front of the Mall for 28 years. She stated that the arts and crafts festival was started by Joan Mortenson for her love of art and desire to support and promote the community.

I asked Jim and Kristi where they see Brian Head in the next 10 years. They both had similar answers noting that they believe Brian Head will be a little bit bigger but will be just as nice and friendly as it is now.

Jim believes a convenience store should be convenient for the visitors, not the store owners. Brian Head General Store will do everything they can to make the Brian Head experience a good one for visitors and homeowners alike!