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HOT 'N NOW RETURNS: BELOVED BURGER CHAIN MAKES COMEBACK IN MICHIGAN



By Francisco Ramirez Jr. | July 15, 2025

Once a fast-food favorite across the Midwest, **Hot 'n Now** is making a nostalgic return. After nearly vanishing from the national food scene, the burger chain is opening two new locations in **Michigan** later this year. The comeback is reviving memories of 39-cent burgers, slanted red roofs, and quick drive-thru service.

The first new location is set to open this summer at **1146 129th Avenue in Wayland Township**, behind the Gun Lake Tribe's Noonday Market. A second store will follow in **Alpena** this fall, located on Johnson Street next to a Biggby Coffee. Both restaurants will feature compact, prefabricated drive-thru buildings built by Alpena developer **Jeff Konczak's B Cubed Manufacturing**.

Hot 'n Now's return is being led by **HNN Holdings LLC**, a partnership between Gun Lake Investments and Konczak. The modular design allows for quick construction and low overhead, aligning with the company's long-standing reputation for [speed](#), value, and simplicity.

Founded in **Kalamazoo in 1984**, Hot 'n Now grew quickly with a focus on low prices and efficient service. At its peak, the chain operated more than 150 locations across 15 states.



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After a corporate acquisition by PepsiCo and a series of ownership changes, the brand struggled financially. By the early 2000s, most locations had closed. Until recently, only one restaurant remained in **Sturgis, Michigan**.

Now the brand is focused on rebuilding in its home state. HNN Holdings says it is considering additional locations in Michigan and is open to expansion in the future. Interest from potential franchisees has already begun to grow.

Although Hot 'n Now is not returning to **Hanford**, where it once operated in the early 1990s near 12th and Lacey, the memory of its drive-thru burgers lives on for many [Central Valley](#) residents. With this comeback, fans across the country will be watching closely for what comes next.