

Pinz focuses on family entertainment

New chef adds to bowling center's menu

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Jason Phillip is working on updating the menu at Pinz Bowling Center in South Lyon. Among the new items are better hamburgers and flatbread pizzas. More changes to the restaurant are planned. / Hal Gould | Staff Photographer

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Pinz Chef Jason Philipp pulls a pizza out of the oven. / Hal Gould | Staff Photographer

Troy and Caty Stus have a grand vision for Pinz Bowling Center. The owners plan some changes this summer and even more in the future.

Caty Stus, the co-owner of Pinz, said they want the bowling alley to become a [family](#) entertainment center with other attractions besides just bowling.

“Our goal is to become the place in our community where people like to gather together to have a good time,” Stus said.

Chef Jason Phillip agreed. He said the goal for the bowling center is to make it into a family-oriented establishment where people can come in and get good beer and food at a good [price](#).

Philipp said the changes envisioned are part regional trend of bowling alleys changing with the times, since just offering bowling isn't enough anymore.

“We want to make better options for people to come in, not just to bowl, but to come in and get a good bite to eat and watch the game,” he said. “You can play laser tag with your family and we’re also building party rooms for banquets, so you can come have your office party here.”

Party time

Stus said Pinz is focusing on more parties and group events. The restaurant there has seen some updates, as well.

“We have some good food options, it’s a great place for parties,” Stus said. “You don’t necessarily have to bowl, you can just come in and have a party.”

Pinz said the center has a new kids birthday party package that includes a “party hero” who runs the entire party.

“They entertain the kids so the parents can just sit back and relax and enjoy the party,” Stus said.

Stus said since there are a lot of [families](#) in the South Lyon area and it’s a growing area, it would be good to have Pinz be a place where the community could come together and spend time together.

New eats

As a part of the vision to update the bowling alley, the owners brought in Philipp a few months ago. He adjusted the menu to help the grill attached to the bowling alley be seen as more of a stand-alone restaurant where the whole family can come.

“We’re trying to make it more than just a bowling alley,” Philipp said. “We’re trying to make everything from scratch, not do the normal bowling alley kitchen stand. We’re trying to make it a nice home-style based restaurant.”

Some of the new menu items are signature flatbreads, sliders, more burger options and an updated kids menu. But Philipp said come September when the new bowling season starts, they will have a brand new menu with homemade soups, better sandwiches and dinner entrees.

Along with an updated menu, they also updated the dining room. Philipp said plans call for enlarging the kitchen to accommodate the upscale direction the restaurant is taking.

Philipp said they haven’t had anything but a positive response to the new menu.

“[Business](#) has been up 10-15 percent in the last month, and we’ve already implemented doing new birthday party packages,” he said. “We’ve almost doubled our party sales in the past few months.”

Stus said Pinz is a great place for people to get together.

“We have great food and everyone can bowl,” Stus said. “It doesn’t matter how old you are or how good of a bowler you are, you can still have fun.”

Pinz Bowling Center is located at 700 N. Lafayette in South Lyon. Find more online at pinzsouthlyon.com or call 248-437-0700.