**Assignment 10 - Tailoring Your Story for Print, Radio, and Broadcast**

MMC 6936

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**Print Adaptation**

PORT ORANGE, Fla. – A popular New Smyrna Beach eatery is bringing its flavor to Port Orange. Big Mike’s Burgers and More, a family-owned burger joint, is preparing to open a second location, aiming to make a strong first impression in its new neighborhood. Known for its flavorful burgers, pretzel buns and fresh angus beef, Big Mike’s has become a staple in the New Smyrna Beach community under the leadership of 22-year-old Michael “Big Mike” Saljanin.

After opening in 2022, the restaurant has slowly gained regular patronage and has become a rival for long-standing chains in the area. Michael’s success as a young entrepreneur is a testament to the power of hard work and a respect for local eateries, as Big Mike’s steps up to fill the gap left by the closure of Ritter’s Frozen Custard in Port Orange. The ice cream shop began operation in 1999, and after nearly 26 years of operation, the property lease expired and was put up for sale. After Ritter’s closed its doors, the property attracted several interested buyers, all of whom were national chains who planned to remodel the property entirely. The Saljanins, however, sought to keep and remodel the building, honoring and incorporating Ritter’s legacy into their business.

Big Mike’s is a family affair, as the Saljanin family has a long history with restaurant ownership. The family is originally from New York, and moved to Daytona Beach when Michael’s father, Frank Saljanin, was a child. They owned a pizzeria called Pizza Planet, located in Orlando until 2019. “My dad used to cook when I was a kid and teach me about how important it is as a basic skill. Now he and I both manage it (Big Mike’s),” said Saljanin. In addition to the pizzeria and Big Mike’s, the family also owns Frozen Gold ice cream shop, another local New Smyrna Beach establishment that has been in operation since 1970. The Saljanins purchased the property in 2021 and plan to offer Frozen Gold ice cream, along with their burgers at the new Big Mike’s location.

The Saljanin family has clearly demonstrated a commitment to preserving the local charm of both New Smyrna Beach and Port Orange. Michael noted that, despite the challenges of being a young business owner, he finds fulfillment in helping small businesses remain a vibrant part of the community. “I love when people bring their families. I always wanted to be the restaurant owner that knows everyone. It’s great to have my dad with me too, it’s sort of like a family thing, which is really cool. It can be stressful, but I think it’s worth it to see it do well,” said Saljanin.

As Big Mike’s prepares to open its doors in Port Orange, the Saljanin family hopes to create more than just a place to eat — they aim to build a gathering spot where neighbors connect, families return, and local tradition continues to thrive. With good food, strong roots, and a passion for community, their next chapter is just getting started.