

BIZ BIO: River Rock Inn & Bait Shop

1200 W. Lake Shore Dr. 715/682-3232 www.riverrockinn.net

An al-lure-ing bait shop

River Rock Bait Shop offers a full line of live bait, quality fishing rods, and a large variety of tackle including Great Lakes tackle, inland tackle, as well as the area's largest selection of Rapalas, soft plastics, and other popular baits used to fish area lakes.

The bait shop is known for carrying fresh and smoked Lake Superior fish. "When Bodin's on West Highway 2 closed down, we took over their fish distribution in Ashland," explained River Rock owner Scott Bretting.

In addition, River Rock offers local cheeses, sausage and cured meats from Sixth Street Market, craft beers and microbrews from the area like South Shore Brewery, pop, snacks, and other conveniences to make your trip a success. They also have a large selection of River Rock apparel in the shop, including hats and hoodies.

River Rock operates a licensed guide service through the shop. If they are unable to accommodate you, they will be happy to make referrals to other area guides for whatever type of fishing you would like to do.



Local artist Bob Jaskowiak created the iconic rainbow trout on top of the River Rock Inn & Bait Shop building that forms part of their logo.

River Rock: The best in comfort, luxury for the outdoor enthusiast

Whether you're referring to the Inn or Cottage, in Ashland the name River Rock is synonymous with high-quality comfort and luxury designed with the outdoor enthusiast in mind. Both properties offer beautiful views of Lake Superior's Chequamegon Bay.

Rated 5 stars by Trip Advisor, **River Rock Inn** is located on U.S. Highway 2 with a lakeshore walking/biking trail and a boat launch just a stone's throw away. The Inn's newly renovated 11 rooms all include free WiFi, flat panel HD TVs, a refrigerator, microwave, and coffee pots, and some are available with kitchenettes. Hunters and anglers will appreciate the area's only fish and game cleaning room.

"Our goal is to make your stay one of the best," said Scott Bretting. He and his wife, Yvonne (seen at top right in front of the inn), own River Rock Inn & Bait Shop and the brand new River Rock Cottage.



Exterior and interior of River Rock Cottage.



(See below.) "We want people to come back," Scott added. "We love our repeat customers!"

Toward that end, since first opening in 2007 on the site of the former Harbor Motel, the Brettings are always improving their property, recently installing solar panels for heat and hot water along with energy-efficient LED lighting. "Our whole place here is really done with recycled and sustainable products. That's very important to us."

River Rock Inn has room-side parking and ample space in their lot for boats, snowmobiles, ATVs, and trailers. The Inn also offers an outside cooking area, including a gas grill and tables.

Situated on the shores of Lake Superior, **River Rock Cottage** is on Bayfront Road, approximately 3 miles east of Ashland. The secluded and spacious cottage offers four bedrooms, two baths, and a full kitchen along with amenities like WiFi and HD TV.

"The cottage can sleep up to 12 comfortably," said Scott, "so it's really perfect for larger groups like families, reunions, a group of guys on a fishing or hunting trip, or folks here for an event such as WhistleStop or Bay Days."



A cozy room at River Rock Inn.