

# KALAMAZOO GAZETTE

178th Year, No. 255

[mlive.com/kalamazoo](http://mlive.com/kalamazoo)

## Portage gets second Michigan location of Complete Nutrition

BY BRYCE HOEKENGA

SPECIAL TO THE GAZETTE

PORTAGE — Health enthusiasts in the Portage area will have a new place to shop for nutritional supplements beginning this summer.

Complete Nutrition Holdings Inc., an Omaha, Neb.-based company with about 100 franchise stores in 30 states, plans to open a store on July 15 at 5964 S. Westnedge Ave. The 7-year-old company's only other store in Michigan is in Lansing.

Anthony Fucinaro, the owner of Anthony's Steakhouse in Omaha, will own the franchise in Portage. Fucinaro said that, after opening in Portage, he plans to open another franchise in August in Battle Creek and possibly another by early October on Kalamazoo's northwest side.

He said he acquired the franchise rights to open Complete Nutrition stores in the Indianapolis area before being offered the rights to open stores in the Kalamazoo/Portage area. Because of this area's proximity to Indianapolis, he said he decided to also take on this market.

"That's what made me decide to go to that (Kalamazoo/Portage) market," said Fucinaro, who lives in Omaha and will continue to own and operate



SPECIAL TO THE GAZETTE/JOHN A. LACKO

**Health kick:** Complete Nutrition is set to open July 15 at the northwest corner of Milham and Westnedge avenues.

his restaurant there.

Complete Nutrition markets its locations as upscale retail environments that offer an array of exclusive nutritional supplements.

"Our stores eliminate the clutter and high-pressure sales environment of typical nutritional supplement stores and, instead, focus on giving customers the best experience and results for their money," the company's website states.

The website also says stores employ certified personal trainers, former strength coaches and other experienced fitness professionals to help customers develop personalized nutrition

programs.

"We use a consultative approach," Fucinaro said. "The staff is trained to work one on one with people to develop a program."

The Portage store occupies a 1,160-square-foot section of a building that houses a Panera Bread restaurant, at 5970 S. Westnedge Ave., and an Allstate Insurance Co. office, at 5960 S. Westnedge.

The store will be open 10 a.m. to 9 p.m. Monday through Friday, 10 a.m. to 8 p.m. Saturday, and noon to 6 p.m. Sunday. More information is available at [completenutrition.com](http://completenutrition.com).