

CRAIN'S
40
under
40



October 07, 2016 UPDATED 2 DAYS AGO

JEREMY SASSON, 32

Owner, Heirloom Hospitality

By Laura Cassar



What Jeremy Sasson would tell his 25-year-old self: "Ask for advice, but listen to your gut."

If restaurateur Jeremy Sasson had a blueprint for success, it would be this: Identify what interests you, focus only on those things, and realize that castles are built brick by brick.

When Sasson applied this plan to his own life, he realized his passion is restaurants — not just the food aspect, but every detail of the experience, from the quality of linen to the weight of the glasses.

"I ate out so much, I was basically a professional restaurant guest," Sasson said. "I was such a particular guest that it makes it easy to be a particular owner."

The first brick of his castle that would become **Heirloom Hospitality** was opening **Townhouse Birmingham** in 2010. That laid the foundation for what Sasson calls his greatest achievement, **Townhouse Detroit**.

"With Townhouse Detroit, my team had a goal of revitalizing a neighborhood in the city and providing something that did not exist, therefore elevating the neighborhood and giving people a reason to visit," said Sasson, giving credit to his crew of nearly 300 employees as the most important part of his success. Finding "earth-shattering spaces" is a priority for Sasson. He has found a couple more.

Sasson's next goals include two types of growth. First, growth of the Townhouse brand, with an Ann Arbor location opening in late 2017. He also wants to grow the culinary brand of Detroit.

Sasson is developing **Prime + Proper**, a steakhouse in Detroit's Capitol Park neighborhood described as an "old world meet new world clash." Currently in the design phase, the 11,000-square-foot restaurant at 1145 Griswold St. will seat 285 and is slated to open in April or May of 2017.

"I'm a realist but I dream big, but not so big that I can't deliver," he said.

Crain's teamed with Crowdrise to help this year's 40 Under 40 winners raise money for their favorite causes. Jeremy's chosen charity is Gleaners Community Food Bank. [Read more and donate here.](#)