



Local Business Fridays

“The Rustic Rooster is a unique shopping experience, located in Historic Downtown Russellville. We specialize in local artisans and unique Arkansas made crafts!”

- Ben Butler

How did you come up with the name “The Rustic Rooster”?

“It wasn’t my first choice, actually. I had another name in mind but it was already taken by another business in Arkansas. I knew I wanted something with the word ‘rustic’ in the name. So I came up with the ‘The Rustic Rooster’. It wasn’t super hard but it wasn’t easy.”

How long have you been open?

“We started the buying process for the space in December of 2017. We closed with the relators in January of 2018 and the rest is history. We have been open for a year and a half on C Street at 311 W C Street, across from the Train Depot.”

What do you sell?

“We are an artist co-op and have artists from all over the River Valley, North West Arkansas and Central Arkansas featured in our store. The idea was to give artists a location to sell their products without them having their own storefront. We are a ‘Farm to Home’ store and have a lot of ‘farm-tiques. We sell antiques, shirts, arts and crafts, leather goods, even have our own coffee blend from next door; basically anything and everything homemade. One awesome thing about The Rustic Rooster is that we always have different items.”

Do you make anything for your store to sell?

“I actually do, I make farm-to-home items. I also love finding Antiques and farm-tiques and refurbishing them but I don’t have as much time to do that as I thought I would. We actually do custom made signs for people. They use them for weddings, home décor, celebrations, etc. My mom and sister make most of the Farm-To-Home products and signs in the store, and they have developed a thriving business from it. People tell me that my store is their Pinterest page in real life.”

What made you decide to start your own business?

“It was something I had thought about for a while and the opportunity when the building came up for sale. At first I wasn’t sure what I wanted the store to be. My original idea was to have it purely be a antique/farm-tique store, which is a similar concept to how the store is now. It branched out to so many other things before I knew it. At the time I was taking care of my autistic son full time. I wanted him to have a job and a business that he could help take care of.”

Do you have any past experience in having your own business?

“Nope. My family growing up owned a business that my grandfather ran. My cousin now owns it, but I wasn’t really exposed to it.”

Was it hard to get started

“Not really. The most difficult part was buying an existing store and having to rebrand it. The previous owners had a more of a bohemian theme that focused on the young adult generation. Once I figured out what I did and didn’t want in here it just took contracting vendors, getting the products in, and upscaling the place.”

What is your favorite thing about owning your own business?

“Probably getting to interact with the public in a positive way. We get so many wonderful customers that come in through our doors. We also have had the opportunity to participate in Fall Fest, concerts, and all of the events that go on in Downtown Russellville.”

Where do you see yourself and your business in 5 years?

“Hopefully thriving. I want it to grow and expand and be able to add more variety. We are seeing more economic growth with The Rustic Rooster and are still prospering. We are bigger and better this year than ever before. One downside is that people don’t come downtown and when they do they never know we are back here by the Depot. We need more local support for Russellville Downtown to thrive!”

Anything you want people to know about your store?

“We are offering wire wrap jewelry making classes for anyone who wants to learn how to make their own jewelry. Something I have in mind is creating a ladies night at the store, maybe sometime after Thanksgiving. Also, come by The Rustic Rooster during the holidays. We have the best lights up in the entire downtown! We want to be your local one stop hand made gift shop!”

Do you have social media for people to follow you at?

“We are on Facebook at The Rustic Rooster of Russellville LLC. and on Instagram @rustic.rooster”



Ben Butler (Left), Rooster the Pug (Middle), Bradley Butler (Right)