



The Latest from Downtown Westfield NJ, a classic town for modern families November 2016

In This Issue: Thanksgiving, Holiday Events, Grand Openings, Industry Magazine, Food & Wine, Vitality of Our Business District, Westfield Gift Coin, Upcoming Events, Halloween Pics & Shopping Best Bets



Thanksgiving in Westfield

Whether you are cooking, catering or dining out, here are some places that can help you with your meal and preparation.

Restaurants Open On Thanksgiving Day:

Chez Catherine will be open on Thanksgiving Day, November 24, with reservations available from 12pm-7pm. They will be featuring a 3-course prix-fixe Dinner for \$70. Make a reservation asap.

431 North Ave. W., 908.654.4011. www.chezcatherine.com

Caterers and Prepared Foods:

Xocolatz's Thanksgiving menu is back with everything but the turkey! Let Xocolatz help you with your delicious Thanksgiving meal this year, with soups, stuffings, potatoes, vegetables and other sides plus desserts. 235 Elmer St., 908.232.3962. [View their menu.](#)

Feast Catering is offering a full Thanksgiving catering menu. Enjoy the day with family and friends and let them do the hard work. Whether you want to order the entire dinner or just need help with elements of it, they have you covered. Call or stop in to order. The full menu is listed on their website. 27 Elm St., 908.654.0045. www.feastcateringwestfield.com/news

Mulberry House Restaurant's fall harvest Thanksgiving menu uses only the highest quality locally-sourced ingredients. Their Turkeys are all-natural, free-range, heritage-breed turkeys from Griggstown Farm. Fixings, veggies and salads are also available. Order just the sides or the whole meal. Preview the menu online and call 908.233.3562 to place your order. www.mulberryhouserestaurant.com

Last Minute Grocery Shopping on Thanksgiving Day:

Stop & Shop will be open on Thanksgiving Day from 6am-5pm. 219-233 Elm St., 908.232.1292.

Pre-Thanksgiving Farmers Market:

Enjoy a special pre-Thanksgiving **Farmers Market** at the South Ave. side of the Westfield Train Station on Saturday, November 19, 8:30am - 1:30pm. Buy fresh produce, baked goods, and organic products for the holiday. Sponsored by the Greater Westfield Area Chamber of

Commerce, 908.233.3021. www.westfieldareachamber.com

Retailers Open on Thanksgiving Day:

Lord & Taylor will be open on Thanksgiving Day in the evening, 5pm to midnight. Get an early start before Black Friday. Then come back when L&T reopens at 5am - 10pm for Black Friday! In partnership with Downtown Westfield Corporation, photos with Santa & Mrs. Claus will take place Friday, Saturday and Sunday. 609 North Ave. W., 908.233.6600. www.lordandtaylor.com

Thanksgiving Weekend KickOff to Welcome Home to Westfield Holiday Events

Sponsored by Downtown Westfield Corporation

Photos with Santa & Mrs. Claus

November 25-27 at Lord & Taylor, Westfield
609 North Ave. W., Westfield, NJ
Friday & Saturday 1-7pm, Sunday 1-4pm
Free 5" x 7" Photo with donation of 2 cans of non-perishable food for the Holy Trinity Westfield Food Pantry. Nominal shipping fee will apply. Additional online photo packages may be purchased from paulmecca.com. Photo by Paul Mecca.



Black Friday Shopping

Friday, November 25
Most downtown stores will be open with exciting promotions. Skip Route 22 and the malls and shop locally instead!



Small Business Saturday

Saturday, November 26
Shop Westfield! Enjoy FREE PARKING ALL DAY courtesy of The Town of Westfield!

Small Business Saturday Roaming Entertainment

Saturday, November 26
Santa & Mrs. Claus 10am-noon
Yuletide Carolers 1-2pm
NJ Workshop for the Arts Brass Quintet 2:30-4pm
The Harmonics 3-5pm



Annual Tree Lighting with Santa & Mrs. Claus

Sunday, November 27, 5:30pm
North Ave. W. Train Station



Free Parking

Enjoy free parking for the holidays, December 17-26, courtesy of the Town of Westfield.

For more details and a complete schedule of December holiday events sponsored by DWC, visit www.westfieldtoday.com



Grand Openings

Inspiration Roll, a trendy ramen and oversized sushi handrolls restaurant is now open at 106 Central Ave. Already getting rave reviews, they offer made from scratch ramen noodle soup bowls loaded with pork, egg and vegetables (meatless available, too), and sushi 'burritos', creative oversized handrolls wrapped in nori and filled with your choice of rice plus a load of other ingredients. www.inspirationroll.com

Di Farina Pizzeria, an Italian specialty restaurant and pizzeria, is now at 107 E. Broad St. Stop in for pizza by the slice as well as a full menu of pastas, salads and more. The new space is beautiful with exposed brick, brick ovens, coffered ceilings, marble counters, ceramic tile and other high-end finishes. Family owned and operated, open 7 days a week, available for eat in, take out or delivery. 908.264.7442. Website coming soon: www.difarinapizzeria.com



Duke's Deli & Convenience has reopened under a new owner at the corner of South Ave and Summit Ave. Duke's offers old favorites plus new items reflecting the cultural identity of the new owner. Items include premium coffee, subs, salads, ice cream, lottery and cigarettes, plus homemade dishes featuring empanadas, falafel, shawarma, and Indian biryani chicken and rice. 339 South Avenue W. 908.232.4040.

Coming soon:

Addams Tavern is expected to open this month. This new restaurant features an inviting bar, wood-burning grill and an Argentinian-inspired menu. This highly anticipated restaurant of the Harvest Restaurant Group will be open for lunch and dinner and can be booked for corporate, family and holiday parties. 115 Elm St., 908.232.3201. www.harvestrestaurants.com

Amazing Lash Studio will be opening at 225 E. Broad St. Amazing Lash is dedicated to raising the bar on perfection, lasting beauty and professionalism in eyelash extensions. www.amazinglashstudio.com

Boulevard Bistro will be re-opening soon. Stay tuned for details. 301 South Ave. W.

Club Pilates, opening this month at 225 E. Broad St, will offer upbeat reformer-based Pilates classes with a little extra - TRX, springboard, exochair, and weights to keep your workout fun and interesting. At Club Pilates, there are classes tailored for beginners as well as more advanced students. Email them at westfield@clubpilates.com to sign up for 20% off the monthly cost, locked in for the life of your membership! 908.233.0950. www.clubpilates.com/westfield

Ono Bowls is opening this month at 107 Quimby St. This new organic juice lounge will offer healthy fresh fruit and vegetable juices and smoothies, bowls, raw granola and more for breakfast and lunch. "We offer different bowls, juices and smoothies that are organized by your condition such as inflammation, anti-aging, athletes, antioxidants," co-owner Michelene Lambors said. "It helps people understand why they are choosing each juice or smoothie." [Facebook](#)

I.C.YU.Envy, a women's boutique owned by an acclaimed fashion designer, is opening at 109 Quimby St. (formerly Scott's Shoes). They specialize in trendy fashion, have a "Mommy and Me" collection and their own fashion line. They also carry a small selection of consigned designer handbag and shoes. 973.325.1000. www.icyuenvy.com



The Best of Westfield in Industry Magazine, NJ, September/October 2016

Take a look at a great article about Westfield in Industry Magazine New Jersey, September/October 2016 Issue. "One of the Garden State's most vibrant and alluring shopping destinations, this town still manages to retain its quaint village appeal and colonial character." Read the digital version of the magazine [article here](#).

Also, Wallethub ranks Westfield high on the list of America's best small cities. [Read more](#).

Food & Wine

NosVino Thanksgiving 6-Packs

Thanksgiving is a celebration of food and family - with a great bottle of wine. To simplify the selection & pairing process, NosVino has built a six-pack of wines that are great for all dishes plated to your table and all palates: 3 Reds, 2 Whites, and a Sparkling. The entire pack is discounted over 15% off the retail price, giving you a 6-pack of perfectly paired fall wines for \$80. 127 Central Ave., 908.232.5050. www.nosvino.com



A Craft Beer Dinner at Butcher Burgers on November 2

In collaboration with NosVino, join Butcher Burgers for a craft beer dinner at Butcher Burgers on

Wednesday, November 2, from 7-10pm. Empire Brewing presents four unique craft brews, expertly paired by Butcher Burgers' Chef CJ Reyecraft with a special 3-course menu. \$60 per person includes food, beer, sommelier, tax and tip. 39 Elm St., 908.317.2640.
www.butcherburgers.net

Black Friday Special at Manhattan Bagel

Buy a \$100 Manhattan Bagel gift card for only \$75 from 5-11am on Black Friday, November 25, 2016. Cash only. 210 South Ave W., 908.654.0525. www.manhattanbagelwestfield.com

Thanksgiving Gelato Flavors at The Chocolate Bar

For Thanksgiving, The Chocolate Bar will be featuring its homemade gelato in seasonal flavors, including pumpkin and cinnamon. Also in November, the owner himself will be hand dipping fresh chocolates for all your party occasions. Stop in to watch him dip! 112 Quimby St., 908.389.9000. www.facebook.com/thechocolatebar

Half Price Hot Chocolate at Ahrrre's Coffee Roastery

Get hot chocolate at half price during happy hour from 3-6pm daily throughout November. 104 Elm St. www.ahrre.com

Veteran's Charity & Happy Hour at Sweet Waters Steak House

Sweet Waters is fundraising for a good cause for Veteran's Day: From Friday, November 11 until Thursday, November 17, a portion of their profits will be donated to the Fisher House, who provides housing to the loved ones of military personnel receiving treatment. The more money they raise, the more goes to the cause. Also, their Happy Hour Monday-Friday, 3-6pm, continues this month with half price on ALL drinks and appetizers. 908.283.9402. www.sweetwatersnj.com



Doing Our Part To Keep Downtown Businesses Vibrant

As the Mayor's Downtown Task Force continues their work and makes recommendations to improve the business climate in our downtown, we should all look at how to do our part. We can all have a voice and affect positive change in our community.

Recently Jackie Lieberman, owner and editor of TAPintoWestfield.net, published the following on her Westfield, NJ Facebook page: "There's been a lot of talk about decline in business downtown. We can offer suggestions and we can complain, but there's something else we can all do--we can choose to spend our money there. This weekend, I pledge to buy something that I need in Downtown Westfield, rather than on the internet or someplace else. Will you join me?"

Jackie's post received over 100 comments from people who rose to the challenge and patronized Westfield businesses and even shared their future plans to support Downtown Westfield. Many businesses offered discounts in the discussion thread. What a great outpouring of action from local businesses and residents who posted their personal stories online in an effort to help our town.

We understand people are anxious about vacancies. It is a fact that national trends in retail are declining in brick and mortar stores as online shopping grows. We can't reverse that trend. But we can make an effort to shop at our local stores whenever possible to ensure the health and vitality of our business district. Please take on the challenge and do your part to help!



info@gwaccnj.com.

Westfield Gift Coins \$25

Looking for the Perfect Gift? Sponsored by the Greater Westfield Area Chamber of Commerce, 500 newly designed GWACC gift coins are now in circulation. More than 80 local businesses are accepting the \$25 coins, and 67 of those are the shops you know and love in Westfield! Help keep shopping dollars local and purchase them at the Westfield, Fanwood, and Cranford offices of Two River Community Bank. For the complete list go to www.gwaccnj.com/coins. There is a \$2.50 fee per transaction. All local businesses are welcome to join the program by contacting the GWACC at

Upcoming Events

Small Plates for a Great Cause, a Charity Event at Lord & Taylor, November 3

Don't miss out on this fun evening Thursday, November 3, 6:30-9pm with great food, great company and a fashion show featuring members of the WHS cross country track team! Enjoy wine, appetizers and live music while previewing fashions latest trends at Lord & Taylor. Hosted by Westfield Rotary Club Foundation, this evening will raise money to relieve hunger in our community, provide college scholarships, and fund community grants. Tickets are \$40, limited number sold. Purchase tickets from Rotary club members or send an email to smallplates2016@yahoo.com.



Silhouette Day, Meet Artist Helen Frank, and Bruce Waldman Workshop at Juxtapose Gallery

Juxtapose will host three exciting events this month. Saturday, November 5 is their annual Silhouette Day 10am-4pm with Master Silhouettist Ruth Grabner. Silhouettes make a great holiday gift, especially for grandparents! Book your appointment now. Another exciting day is Saturday, November 19 with a Meet the Artist Reception/Book Signing for famed artist Helen Frank! Helen's incredible work has been featured at Juxtapose for many years. Then Sunday,

November 20, Bruce Waldman will hold a one-day workshop on drawing comics. 58 Elm St., 908.232.3278, info@juxtaposegallery.com

Come Celebrate with Woof Gang Bakery & Grooming, November 19

Join Woof Gang on November 19, 10am-7pm, to help celebrate their 1st Anniversary in Westfield! Enjoy a fun day for kids and dogs full of free activities, games, prizes and food! All events are complimentary. Activities include decorating dog treats, face painting, games, dog caricatures and a meet and greet with Paw Patrol! Plus, they have the perfect gifts for any dog lover in your life! 218 E. Broad St., 908.264.7452. [Facebook](#)

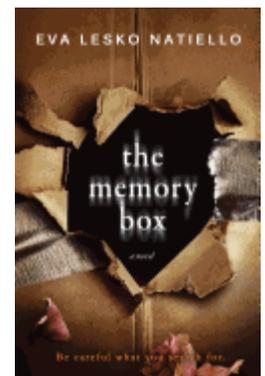


Support Our Troops Casino Night at the Westfield Armory, November 19

Casino Night will be held again this year on Saturday, November 19, 2016 at 7pm at the Army National Guard Armory in Westfield, New Jersey. Last year this event had over 400 people in attendance. Bonds of Courage and the 117th Cavalry Association cordially invite you to join in an evening of celebration. Scheduled around Veteran's Day, this event brings people together to thank all Veterans, those serving or who have served, active or retired, and to raise our glasses to those who gave the ultimate sacrifice. May they never be forgotten. 400 Rahway Ave., 908.273.4122. www.bondsofcourage.org

Indies First Day/Small Business Saturday at Town Book Store, November 26

Indies First is a national campaign of activities and events in support of independent bookstores. The Town Book Store has been in business in Westfield since 1934 and is only one of two remaining independent bookstores left in all of Union County. On this day, they will celebrate by having local children's author Laura Sassi (Good Night Ark and Good Night Manger) coming from 10am-12pm and local thriller author Eva Lesko Natiello (The Memory Box) from 12-2pm. They will be signing copies of their books and recommending some of their favorites. While supplies last, free Indies First tote bag with every \$50 purchase. 270 E. Broad St., 908.233.3535. www.townbookstore.com



An Awesome Halloween Celebration

The Downtown Westfield Trick-or-Treat, Parade and Costume Contest took place Sunday, October 30, 2016 drawing over 2,000 people for the festivities, including candy from downtown retailers and restaurants. Thanks to the Westfield High School Marching Band for leading the parade and entertaining the crowds. Thanks to The Optimist Club for organizing the parade and volunteers. Thanks to the Westfield DPW and the Westfield Police Dept. for their assistance and the extra candy distributed to the trick-or-treaters. Thank you to all the downtown businesses who donated prizes for the winning costumes and gave candy to thousands of kids.



See all the Halloween [photos](#) of contestants, winners, the band and participants out enjoying the beautiful day.

Kudos to all our costume contest winners! Read the list of winners at www.westfieldtoday.com.



Shopping Best Bets

Athleta

Calling all Athleta Girls! There are lots of things happening in November at Athleta. Friday, November 4 from 5-7pm, come out for a night of fun as Athleta hosts a fashion show with their Athleta Girl Collection. Be sure to check out their hair bar for braiding with The Guillotine of Westfield, face painting and photo station. Then join a class on Sunday, November 6 with fitness instructor Kim Musikant of Active Life & Fitness for Metabolic Conditioning, and check out Athleta's new Holiday line coming to the store on November 9. Finally, we all know Black Friday is a kind of marathon! Join Athleta all

weekend November 25-27 for in-store refreshments and other ways to take a break and recharge. 234 E. Broad St., 908.518.7620. www.athleta.com

Castle Bootery

Get \$5 off every pair purchased during the month of November. A Westfield tradition since 1946, Castle Bootery regularly offers Shoe Tying classes for kids and is one of the few retailers in the area which offers balloons for the children! 52 Elm St., 908.233.7172. [Facebook](#)

The Farmhouse Store

Collegiate branded pillows, glasses, and towels are the perfect gift for current students or for alumni of any age. Stop into The Farmhouse Store for new styles with more colleges and universities being added each month. Great for the holidays or any time of year. 221 E. Broad St., 908.654.0444. www.thefarmhousestore.com

Evalyn Dunn Gallery

With the holidays approaching, Evalyn Dunn Gallery is offering a 15% discount on the custom framing of any family photo. This promotion must be mentioned at time of purchase and cannot be combined with other offers. Expires on November 30, 2016. 549 South Ave W., 908.232.0412. www.evalyndunngallery.com

Jude Connally

The holidays are upon us and that means celebrations with friends and family. This season Jude Connally has you covered for a polished look that requires minimal effort - easy (but chic) holiday dressing. Explore their Holiday Collection and enjoy the compliments. 111 Central Ave., 908.928.9363. www.judeconnally.com

Lucky Brand

Lucky has new styles for the season for men and women including jeans, thermals and plaids. Don't miss some exceptional sales on Black Friday and all Thanksgiving weekend including Saturday and Sunday. 253 E. Broad St., 908.518.1794. www.luckybrand.com

Mila

Mila is offering \$20 off every \$100 you spend during the month of November. Stop in to see their exclusive, fashionable women's clothing imported from Italy and France. 107 Prospect St., 908.232.1110. [Facebook](#)

Home Economics Consignment Store

Enjoy holiday deals to make the season bright -- designer luxury for less - with furniture steals all at 50% to 80% off retail. Open every Thurs, Fri, Sat, 10am-5pm or by appointment 908.451.6551. 415 Rahway Ave., rear building next to Westfield Auto Wash. [Facebook](#)

Services:**Glamorous Girlz**

For the month of November, Glamorous Girlz will be offering a free manicure with a haircut appointment and a free waxing with a facial appointment. 28 Prospect St., 908.264.8819.

Indigo Art Studio

Indigo is the hottest party space in town! Book your corporate Holiday cocktail party at Indigo and enjoy a complimentary candy table. Located in historic Arcanum Hall with enchanting views. 102 Elm St., 2nd Floor. [Facebook](#)

Maui Whitening

Enjoy the Fall sale at Maui Teeth Whitening -- Try one session with a free 20-minute upgrade for \$79; Three sessions with free touch-up pen \$149. Call for appointment. 406 W. Broad St., 908.233.4715. [Facebook](#)

POE Yoga Westfield

Check out the Fall schedule online at POE..... they have yoga classes starting at 5:45am! Fire Barre classes are held in the morning & evening. Stop by and see the beautiful studio and sign up for a class. First class is FREE! 128 Elm St., 908.264.7995. www.poeyoga.com

Raritan Valley Gyrotonic

Add something New to your fitness routine -- how about a private 60-minute Gyrotonic session in November for a special price of \$50. Schedule your session today! 111 Quimby St., 908.288.7551. www.rvgyrotonic.com

Rstudio Lash Spa

Rstudio Lash Spa is now offering Classic Volume mix, the best of both worlds. This exclusive lash combination will give you a fuller, more dramatic look with longer time between refills. Special price of \$300 for a limited time, regularly \$350. Month of November. Call or book online today. 100 Quimby St., #3. www.rstudiolashspa.com

Visit Our Website

[If You Like It, Share It!](#)

The Downtown Westfield Corporation (DWC) is the management entity of the Special Improvement District. Began as Main Street Westfield in 1993, the organization is run by a staff of three, a volunteer board of directors, and various committees. Downtown Westfield is one of only 32 designated Main Street communities in NJ, and over 1,200 nationally. The office is located at 105 Elm St., Westfield, NJ 07090, 908.789.9444. www.westfieldtoday.com

STAY CONNECTED:



Downtown Westfield Corporation, 105 Elm St., Westfield, NJ 07090

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