



The Latest from Downtown Westfield NJ, a Classic Town for Modern Families!

August 2016

**In This Issue: Grand Openings, Butcher Block Burger, Jazz Festival Continues, Food & Wine Buzz, Pizza Run Scores & Photos, Sizzling Best Bets, Best Places for Pokémon Go, & More Happenings**

## Grand Openings

### **Amuse Closed and Re-Opened as Butcher Block Burgers**

Chef C.J. Reycraft, Jr. has closed his popular French bistro Amuse and reopened a new gourmet burger restaurant in the same location. Butcher Block Burgers will have a Grand Opening on August 6. Check out the menu soon on his new website and stop in to taste what award-winning chef C.J. is now serving! [Read more...](#) 39 Elm St., 908.317.2640. Website coming soon:

[www.butcherblockburgers.com](http://www.butcherblockburgers.com)



**Mesina Realty Group** is open at 52A Elm St., upstairs from Castle Bootery. You may have already noticed the pretty new black and white striped awning and planters on either side of the doorway between Casa di Pizza and Castle Bootery. 908.312.1111. [Facebook](#)

*Coming soon:*

**Inspiration Roll**, a trendy ramen and oversized sushi handrolls restaurant is coming to 106 Central Ave. (in the space formerly Pure Pita). They will 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. Inspiration Roll already has two other locations in Morristown and Caldwell, NJ. Read why NJ Monthly recently named them one of the [30 Best New Restaurants](#). [www.inspirationroll.com](http://www.inspirationroll.com)

**Club Pilates** will be opening soon at 225 E. Broad St. (in part of the former Staples space). Club Pilates is dedicated to bringing the benefits of Pilates to everybody, at any age. Pre-opening discounts are available. [www.clubpilates.com/westfield](http://www.clubpilates.com/westfield)

**Addams Tavern** is expected to open around Labor Day, featuring a wood-burning grill and an Argentinian-inspired menu, according to NJ Monthly magazine. The long awaited and anticipated bar/restaurant of the Harvest Restaurant Group, is coming to 115 Elm St. Stay tuned for Grand Opening details. [www.harvestrestaurants.com](http://www.harvestrestaurants.com)

**Amazing Lash Studio** will be opening at 225 E. Broad St. (in part of the former Staples space). Amazing Lash is dedicated to raising the bar on perfection, lasting beauty and professionalism

in eyelash extensions. [www.amazinglashstudio.com](http://www.amazinglashstudio.com)

**Di Farina**, an Italian specialty restaurant and pizzeria, will be opening soon at 107 E. Broad St. They are doing extensive interior renovations and will offer pizza by the slice as well as a full menu in a beautiful space with exposed brick, brick ovens, coffered ceilings, marble and ceramic tile and other high end finishes.

**Michael Robert Construction** is moving to the corner of South Ave. & W. Broad St. and is working on an exciting historic restoration of the storefront. Stay tuned for opening details. 908.591.4578. [www.michaelrobertconstruction.com](http://www.michaelrobertconstruction.com)



## Sweet Sounds Downtown Jazz Festival Continues in August

Live music every Tuesday night in July & August, 7-9pm -- The 20th Annual Sweet Sounds Downtown Jazz Festival 2016 will continue to run through August 30. Talented jazz groups will play and entertain each Tuesday evening 7pm-9pm with Wednesday rain dates. Five bands will play each Tuesday, including at a new fifth location at South

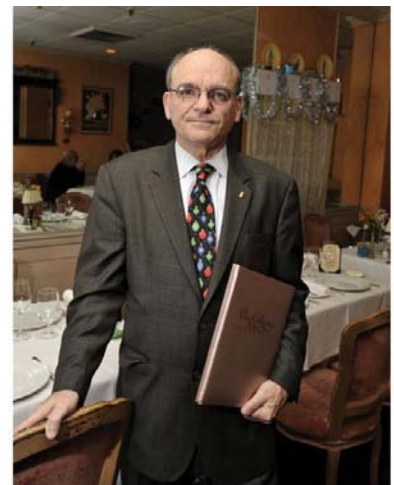
Ave. W. and Westfield Ave. (Foundation Park) every week. Visit Downtown Westfield for the Jazz and arrive early to shop and enjoy the restaurants and dessert places too. We look forward to seeing everyone! *Photo: Lynette Washington will appear August 9, photo by Cheri Rogowsky.*

[For details about Jazz and the 2016 performance schedule, click here.](#)

## Food & Wine

### Buzz at Chez Catherine

The August 2016 issue of New Jersey Monthly included Chez Catherine in their top 25 list of Top 25 Restaurants. Congratulations to Didier Jouvenet and his team! As importantly, at the end of this year Didier -- one of the last great, gracious, fastidious, old school French restaurateurs -- will retire and leave Chez Catherine in the capable hands of his longtime Maitre D', Stephane Bocket. Stop in to dine at Chez Catherine before Didier retires from his intimate place to say au revoir to Didier and bonjour to Stephane. 431 North Ave. W., 98.654.4011. [www.chezcatherine.com](http://www.chezcatherine.com)



The logo for NosVino, written in a red, cursive script font.

### CoolVines Westfield Changing Name to NosVino

Erick Garcia is refreshing his hip wine shop with a new name and brand, NosVino (Our Wine)! Expect new signage to appear later this month at the location of CoolVines Westfield. Enjoy many of the same wines (and staff) plus a host of new ones as well as small

batch spirits, craft beers, and now fine cigars at this neighborhood-favorite wine shop. The brand evolution kicks off with a grand re-opening celebration on Saturday, August 20 with free tastings, live music, special guests, sales, and more. 127 Central Ave., 908.232.5050.  
[www.coolvines.com](http://www.coolvines.com)

### **Ahrre's Coffee Roastery Announces Organic Pure Fruit Smoothies**

Stop in and try a Strawberry, Mango or Raspberry Smoothie made from pure organic fruit. No sugar added, yet incredibly sweet and refreshing. Experience the refreshing goodness while the season lasts. Suggested retail price is \$5.99. Ahrre price? \$3.75! 104 Elm St., 908.232.7977.  
[www.ahrre.com](http://www.ahrre.com)

### **Melt of the Month at Grilled Cheese Shoppe**

Offering a special melt of the month, Grilled Cheese Shoppe is offering the following special in August: Sourdough with a house made fig jam, Asian pear, brie and goat cheese. A perfect treat to keep it light in summer. Post your pics on social media #meltoftthemonth. 113 Quimby St., 908.233.0070. [www.grilledcheeseshoppenj.com](http://www.grilledcheeseshoppenj.com)

### **Specialty Cold Drinks at Turning Point**

Keep cool in August with a wide selection of iced teas, iced coffees, shakes and smoothies at Turning Point. Among their iced teas try the White Peach-Pear. Iced coffees include the popular House Specialty Shake, with Spanish espresso, vanilla ice cream, chocolate syrup and whipped cream. Also, try the nutrient rich Tropical Bliss Smoothie, with pineapple, whole banana, strawberry puree and orange juice or a good Old Fashioned Milkshake. Serving breakfast, lunch and brunch daily from 8am-3pm. 137 Central Ave., 908.264.8180. [www.theturningpoint.biz](http://www.theturningpoint.biz)



### **The DWC Would Like to Thank Runners, Sponsors & Spectators for Another Successful 5K Pizza Run**

The 15th Annual Downtown Westfield 5K & Pizza Extravaganza took place on July 27, 2016. It is one of the largest non-corporate 5K races in the state, attracting 2,200 runners and over 6,000 spectators for an evening of running, pizza, prizes, DJ entertainment, and live music. The Downtown Westfield Corporation (DWC) would like to thank all

the runners, spectators and sponsors for making this another highly successful and popular event this year!

For **race results**, visit: <http://compuscore.com/cs2016/july/westnite.htm>

For **photos**: <https://downtownwestfield5k.shutterfly.com/>

Also known as the "Pizza Run", the event would not be possible without the help of generous sponsors. Horizon Blue Cross Blue Shield of New Jersey was the new Presenting Sponsor of the event. Trinitas Regional Medical Center was a returning Platinum Sponsor. [Read more...](#)

## Sizzling Summer Best Bets

### Magnolia Home Rug Collection Available at The Farmhouse Store

The Farmhouse Store is proud to be the exclusive NJ dealer of the new Magnolia Home By Joanna Gaines rug collection. Joanna's simple, fresh, and stylish designs for Loloi Rugs will be familiar to any fans of her HGTV design show Fixer Upper. Magnolia Home By Joanna Gaines rugs are available in a variety of dimensions.



Farmhouse has Joanna's rugs in stock and ready to go home with you. Stop in to view the collection. You'll be inspired to fix up your own space with one of Joanna's beautiful new designs. 221 E. Broad St., 908.654.0444. [www.thefarmhousestore.com](http://www.thefarmhousestore.com)

### Athleta In-Store Events in August

Grab your girlfriends and join Athleta for an aerobic workout, antioxidant mocktails, mini-facials, and check out their new aerobic capris on Saturday, August 6 at 8:45am. Enter to win a gym bag, capris, swell water bottle, \$50 shop card & a beachside getaway with your girlfriends. Any fitness instructors that are certified in their fields can come by the store all month long to sign up for a FITPro Discount. Just please bring your current certification. In addition, Athleta will hold a self-defense class on Saturday, August 20 at 8:45am with Victoria Main. 234 E. Broad St., 908.518.7620. [www.athleta.com](http://www.athleta.com)

### Summer Clearance at Bittersweet

Bittersweet Designs has their summer clearance sale going on with special markdowns up to 50% off. Just in time for back to school, the Lilly Pulitzer agenda books have arrived along with notepads and zippered folio cases in bright new patterns. 212 Lenox Ave., 908.389.0330. [Facebook](#)

### Swimwear Sale at Johari

Stop by for a swimwear fitting and pick up a great suit from Johari's selection of sale swimwear at 20% to 30% off. Back to school will be approaching sooner than we think. Stop in for a bra fitting. 112 Central Ave., 908.228.2779. [www.joharionline.com](http://www.joharionline.com)

### Up to 70% off at Mila Boutique

Mila will have their end of season sale with up to 70% off selected items from August 15-31. 107 Prospect St., 908.232.1110. [www.milascloset.com](http://www.milascloset.com)

### Learning Express Events During Jazz Nights

Learning Express Westfield will be open until 8pm on Tuesday (and Friday) nights in August in support of Jazz Nights. They will also have special events each Tuesday night and special sales from 6-8pm. Check out their Facebook page each week for the event/sale scheduled. 104 Quimby St., 908.233.1381. [Facebook](#)

### Harry Potter and the Cursed Child at The Town Book Store

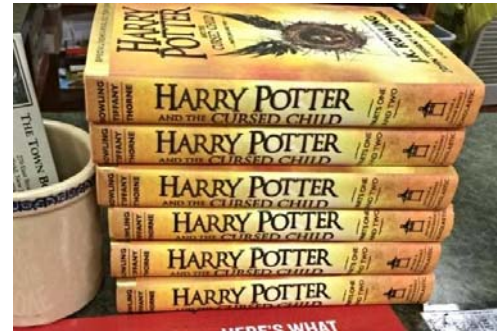
*Harry Potter and the Cursed Child* has now been released and The Town Book Store has lots of copies! They also have FREE posters, tattoos, bookmarks, coloring pages, stickers and buttons, while supplies last. If you are a HP fan, this is a must read. Find out what happens with Harry nineteen years later. 270 E. Broad St., 908.233.3535. [www.townbookstore.com](http://www.townbookstore.com)



### **Free Art Collecting eBook from Tang Art Advisory**

Are you a budding Art Collector? Do you need to liquidate your art collection? Get a free copy of *Art: the New Asset Class* (normally for sale on amazon.com). This offer is free to Westfield Today readers from Tang Art Advisory. Simply click on this link:

[www.tangartadvisory.com/emailebook](http://www.tangartadvisory.com/emailebook) and your ebook will be available for download. If you have any questions about art or art collecting, don't hesitate to call or email [info@tangartadvisory.com](mailto:info@tangartadvisory.com). 102 Elm St., 347.409.2786.



### **Senior Discount Day at Lord & Taylor**

Join L&T for Senior Discount Day on Wednesday, August 3 from 10am-9:30pm. Receive 25% off your purchase and enjoy complimentary coffee and treats while you shop. some exclusions apply. 609 North Ave. W., 908.233.6600. [www.lordandtaylor.com](http://www.lordandtaylor.com)

### **Summer Discount at Facial Reality Spa & Salon**

Enjoy 25% off Eminence Travel Sets with purchase of two full size Eminence products. These sets are your perfect travel companion, sized for plane or car travel, and each set contains a sampling of Eminence products that are just right for your skin type. Get yours while supplies last through August 31. 221 Lenox Ave., 908.928.0010. [www.facialrealityspa.com](http://www.facialrealityspa.com)

### **Free Mini Mani/Pedi at Glamorous Girlz**

For the month of August on Tuesdays and Wednesdays, Glamorous Girlz will be offering a free mini mani /pedi (12 and under) when booking an adult manicure and pedicure. 28 Prospect St., 908.264.8819.

### **50% off Summer Merchandise at Home Economics Consignment Store**

As summer winds down, Home Economics Consignment Store is winding up for Fall. Take 50% off all summer merchandise. The \$1 rack is back! Have things to consign for Fall? Visit or call. 415 Rahway Ave. Rear Building (next to Westfield Auto Wash), 908.451.6551. Open Thursday, Friday & Saturday, 10am-5pm. [Facebook](#)

## **Back to School/ Fall Best Bets:**

### **New Collection at Jude Connally**

In addition to bold new prints, timeless silhouettes and modern updates, Jude is thrilled to announce the launch of their Premier Ponte Collection (see photo). Discover Fall at Jude Connally and enjoy the compliments. 111 Central Ave., 908.889.0900. [www.judeconnally.com](http://www.judeconnally.com)



### **South Moon Under Back to School Style Session, August 6**

Despite the beautiful summer weather, South Moon Under is starting to slowly bring in some transitional and Fall pieces, starting with the back to school peak shopping season. On August 6th they will be hosting an in-store event (open to close)! Teachers and students will enjoy 20% off their purchase when they show their school ID. Sips, bites, one-on-one styling, and a \$100 style refresh giveaway will be offered. [www.southmoonunder.com](http://www.southmoonunder.com)

### Consider James Ward Mansion for Your Next Affair

James Ward Mansion is the only mansion in NJ offering one event a day exclusively. They specialize in weddings, sweet sixteen parties, birthday parties and just about any get together you can think of, from corporate to surprise parties. Family owned. Call to take a tour (John Ward 908.425.6947) and consider them as a venue for your next affair. 169 E. Broad St. [www.jameswardmansion.com](http://www.jameswardmansion.com)



### 10 Best Places to Play Pokémon Go in Westfield

The Pokémon Go phenomena has quickly taken over the country and yes, New Jersey and Westfield too. Since its release, Pokémon owner Nintendo has seen its stock price soar. Niantic Labs, the creators of the app, claim that on a daily basis, the insanely popular app is being used twice as much as Facebook on Androids.

In New Jersey as in the nation, there appears to be an unexpected upside to the craze. Not only are couch potatoes getting up off their couches and walking in their neighborhoods, businesses that have been declared "Pokéstops" or Pokémon gyms have seen rising sales and a sudden influx of new patrons. Social media posts by local businesses often include Pokémon sightings.

For kids and adults in and around Westfield going mad for this latest game, here are some of the top places to walk by in downtown Westfield for the most interactions within Pokémon Go.

1. Mindowaskin Park
2. Presbyterian Church Cemetery
3. Baron's Drugs
4. Starbucks
5. Arcanum Hall (Corner of Elm St. and E. Broad)
6. James Ward Mansion
7. Juxtapose Gallery
8. Kennedy's Barber Shop
9. 9/11 Memorial
10. War Memorials at the traffic circle near Lord & Taylor

Go catch 'em all! And while here, support your local businesses! You can read more about Pokémon Go in NJ on [nj.com](http://nj.com) and on [TAPintoWestfield](http://TAPintoWestfield).

### More Happenings Around Town

#### Westfield Farmers Market, August 6, 13, 20, 27

Take a stroll through The Westfield Farmers Market on



Saturdays from 8:30am-1:30 pm. It's conveniently located on the south side of the Westfield Train Station. In addition to fresh produce, you'll find flowers, organic products, baked goods, local honey, gourmet sauces and spices, fresh pasta, and more.



Sponsored by Two River Community Bank. Photo

credit: Mark DeHanes of DeHanes Photography. [www.gwaccnj.com/events/westfield-farmers-market](http://www.gwaccnj.com/events/westfield-farmers-market)

### **Portrait Drawing Workshop at Juxtapose Gallery, August 14**

Juxtapose Gallery will hold a one-day workshop teaching the foundations of Portrait Drawing. Join Bruce Waldman on Sunday, August 14 from 11am-3pm. All materials are included and all levels are welcome. Must Register! Bring a friend and call today since spots fill up quickly. 58 Elm St., 908.232.3278 or [info@juxtaposegallery.com](mailto:info@juxtaposegallery.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](http://www.westfieldtoday.com)*

STAY CONNECTED:



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

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