



The Latest from Downtown Westfield NJ, a Classic Town for Modern Families September 2016

**In This Issue: Grand Openings, Trader Joe's Update, Westfield Featured in NY Times, Fall Events, Food & Wine News, Back to School Guide, Shopping Best Bets, Top 250 Private Companies**

## Grand Openings

There are many new businesses coming to town! We can't wait to see these exciting places opening soon in their beautiful new spaces.

**Subway** has reopened under new ownership at 106 Quimby St. 908.232.4760.

Coming Soon...

**Addams Tavern** is expected to open late September, 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! 908.232.3201.

[www.harvestrestaurants.com](http://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](http://www.amazinglashstudio.com)

**Club Pilates**, opening this Fall at 225 E. Broad St, offers upbeat reformer-based Pilates classes with a community feel. At Club Pilates, there are classes tailored for beginners as well as more advanced students - all are a great workout. Email them at [westfield@clubpilates.com](mailto:westfield@clubpilates.com) to learn more about limited-time pre-opening discounts on monthly memberships. 908.233.0950.

[www.clubpilates.com/westfield](http://www.clubpilates.com/westfield)

**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.

**Duke's Deli & Convenience** is reopening under a new owner at 339 South Avenue W. Duke's will be offering old favorites plus a number of new items including premium coffee, subs, salads,



Greek dishes, empanadas, falafals, chicken and rice, ice cream, lottery, cigarettes, etc. Open 6am to 9:30pm. [Read more on TAP Westfield.](#)

**Halloween City**, a pop-up store, is coming soon to 151 E. Broad St. [www.halloweencity.com](http://www.halloweencity.com)

**Inspiration Roll**, a trendy ramen and oversized sushi handrolls restaurant is coming to 106 Central Ave. 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)

**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)

**Ono Bowls and Juices** is coming soon to 107 Quimby Street. This new organic juice lounge will offer fresh juices, acai bowls, and more. Stay tuned for more details.

## Update On Trader Joe's

You may have noticed great progress this summer at Trader Joe's! Exterior walls and brick facade are under construction. The crew is working 7 days a week to complete the rebuild. More details to follow as soon as we get them, so stay tuned. We can taste the wine now... [www.traderjoes.com](http://www.traderjoes.com)



## Westfield in the NY Times: Where Small Town Meets Urban

Westfield continues to get accolades in the press! The most recent article was published in the Real Estate section of The New York Times, September 7, 2016. Entitled, *Westfield, N.J., Where Small Town Meets Urban*, the article featured Westfield as a



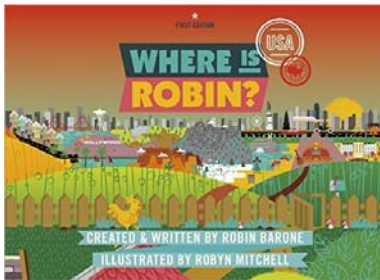
Union County town with characteristics often associated with urban living: a vibrant downtown and cultural scene, and good transportation options.

[Read the full article](#)

## Fall Events

### 9/11 Commemoration Ceremony, September 11

We will never forget... Join the Commemoration Ceremony for the 15th Anniversary of 9/11 on Sunday, September 11, 2016 at 6:30pm at the September 11th Memorial Site, North Ave. at E. Broad St. (rain or shine). Opening Comments by Mayor Andrew K. Skibitsky, followed by Pledge of Allegiance, Prayers of Commemoration, Presentation of Ceremonial Wreath, Taps, Silent Reflection and Show of Community Support. Public welcome.



### Author Signings at The Town Book Store, September 10 & 17

The Town Book Store will be hosting a Meet the Author event for poet Robert Cozzi on Saturday, September 10 from 2-4pm. His new compilation, *Blanket of Hearts*, is his most intimate collection of work to date. Robert A. Cozzi was raised in Westfield, NJ and graduated from Westfield High School in 1982. The Town Book Store also has a Meet the Author event for children's book author Rachel Barone on Saturday, September 17, 2-4pm. *Where Is Robin? USA* is a vividly illustrated journey around the USA, intending to plant seeds of curiosity about the world in children through adventure travel books. 270 E. Broad St., 908.233.3535.

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

### 5K Run for Everyone, September 18

Run, walk, roll... This year's 5K Run for Everyone is Sunday, September 18 at 11am. This event continues to support special needs programs at the Westfield Area Y, such as the Dragonfly Program. Please join Downtown Westfield businesses and support the cause. Register online now! 908.233.2700. [www.westfielddynj.org](http://www.westfielddynj.org)



### FestiFall Street Fair to be held September 25

Downtown Westfield will be abuzz on September 25 from 10am to 5pm (rain or shine) for the 27th annual FestiFall street fair! Enjoy nonstop entertainment, scores of vendors, fantastic food, a KidZone with rides, games, and activities, and so much more. Fun for the whole family. Sponsored by the Greater Westfield Area Chamber of Commerce.

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

**NJFO Kicks Off 2016-2017 Season with An American and Paris, October 1**

NJ Festival Orchestra's 2016-2017 season begins dramatically with 'An American AND Paris', a sparkling Gershwin program featuring two of the composer's best-loved orchestral works, *An American in Paris* and *Concerto in F*. Also on the agenda is Claude Debussy's orchestral "Nocturnes" (Fêtes and Sirènes), inspired by Whistler's series of Impressionist paintings by the same title. David Wroe Music Director and Conductor, Jack Gibbons on Piano. Saturday October 1, 2016 at 7pm at The Presbyterian Church, Westfield, NJ, (and Sunday, October 2 at 3pm at The Dorothy Young Center for the Performing Arts, Drew University, Madison, NJ). Tickets are \$76, \$60, \$48, \$28, under 18 \$15 with purchase of adult ticket, college students with ID \$20. Buy tickets online or call 908-232-9400. [www.njfestivalorchestra.org](http://www.njfestivalorchestra.org)



### "Hope Classic" Golf Tournament, Monday, October 10, 2016

The Paul Jackson Fund will be hosting their "Hope Classic" Golf Tournament, Monday, October 10, 2016 at Stanton Ridge Golf & Country Club, Whitehouse Station, NJ. Whether you play in the tournament, sponsor a hole or simply make a donation, your support will have a significant impact. For registration and sponsorship information click [here](#). Tournament Schedule: 10:30am Registration, 11am Barbecue Luncheon, 12pm Shotgun Start (Scramble format), 5pm Cocktails, 6pm Dinner & Awards. \$250 Per Person. 908.233.6110. [www.pauljacksonfund.org](http://www.pauljacksonfund.org)

## Food & Wine

### Review in NY Times -- *At Limani Seafood Grill in Westfield, Bringing Greece Home*

By Shivani Vora August 5, 2016 -- As I sat at Limani Seafood Grill in Westfield on one of the warmest days of the year and devoured a salad of sweet watermelon, tangy feta cheese and fresh mint, I was certain that there was no better antidote to the oppressive heat. When temperatures rise, there's nothing I crave more than fresh salads and lighty prepared seafood. How fortunate, then, that my visits to this almost nine-year-old Greek-influenced seafood restaurant coincided with the dog days of summer. [Read the full article...](#)



**Limani** is also under extensive renovation to expand and is working with the DWC Design Committee on their facade. 235 North Ave. W., 908.233.0052. [www.limaniseafood.com](http://www.limaniseafood.com)

### Roosterspin Celebrates Two Years in Westfield with Hip-Hop Karaoke

Come celebrate Roosterspin's 2nd anniversary on September 22, 7-9pm with live DJ's and Hip-Hop Karaoke, food & drink tasting included. \$20 in advance, \$25 at door. 251 North Ave W., 908.233.7333. [www.roosterspin.com](http://www.roosterspin.com)

### Sipping Vodka at NosVino

Tree City Vodka, made right in Kenilworth from local New Jersey corn, will be pouring samples at

NosVino, Westfield's own fine wine & spirits shop. This clean, smooth, and gluten-free vodka is perfect for sipping straight or in one of their signature cocktails. Stop by for a taste on Friday September 16th from 5pm-8pm. 127 Central Ave., 908.232.5050. [www.nosvino.com](http://www.nosvino.com)

### **Cocktails at Sweet Waters Steak House**

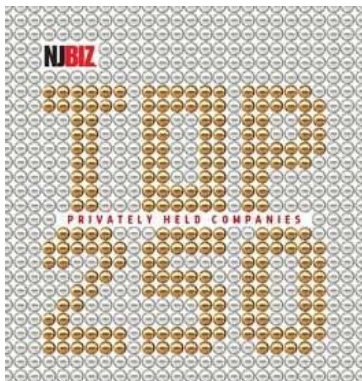
In a town full of wonderful BYOB restaurants, consider stopping into Sweet Waters before or after dinner for a cocktail. Their bar hours have been extended until midnight (earliest) Tuesday through Saturday. Happy hour is extended Monday through Friday, 4-6 pm, and includes 1/2 price all drinks and appetizers. 43 Elm St., 908.317.2599. [www.sweetwatersnj.com](http://www.sweetwatersnj.com)

### **Smoothies at Ahrrre's Coffee Roastery**

Ahrrre's offers organic pure fruit smoothies, made from organic fruit with no sugar added. Incredibly sweet and refreshing. Try one of their two new flavors: Strawberry-Banana and Carrot-Apple Smoothies. 104 Elm St., 908.232.7977. [www.ahrre.com](http://www.ahrre.com)

### **Best Breakfast at Turning Point**

The results of NJ Monthly magazine's 33rd Annual Jersey Choice Restaurant Poll are in and Turning Point was voted the Best Breakfast - Central Jersey; Best Brunch - North Jersey; Best Lunch - Central Jersey. The Turning Point restaurants are family-owned and operated by Kirk Ruoff, who launched the first restaurant in Little Silver, New Jersey in 1998. There are 11 New Jersey locations including its Westfield location. Congrats to Turning Point! 137 Central Ave., 908.264.8180. [www.theturningpoint.biz](http://www.theturningpoint.biz)



## **Top 250 Private Companies in NJ 2016**

Kudos to two of our downtown businesses that made the list of top 250 privately held companies in New Jersey by NJBiz.com, published August 29, 2016:

1. **Bayada Home Health Care** (#18), \$1.06 billion revenue, 6247 employees, Westfield branch located at 251 North Ave. [www.bayada.com](http://www.bayada.com)
2. **Redcom Design & Construction LLC** (#201), \$32 million revenue, 62 employees, located at 137 Elmer St. Relocating soon to its brand new building on North Ave. across from Vine Ripe Markets. [www.redcomllc.com](http://www.redcomllc.com)

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

## **Back-To-School Shopping Guide**

According to Rubicon Project's annual back-to-school survey, 60% of parents plan to skip brick and mortar outlets and do online shopping for some portion of their back-to-school needs. While we can't reverse the overall trend, we encourage parents and kids to buy school supplies and other items in Downtown Westfield, whether elementary or high school age. Shopping locally for your needs will help ensure that these stores



stay in our town!

**School Supplies:**

Baron's Drug Store - 243 E. Broad St., 908.232.6680  
CVS/pharmacy - 210 South Ave. W., 908.654.8333  
Stop & Shop - 219-233 Elm St., 908.232.1292  
Walgreens - 260 North Ave. E., 908.232.5100

**Backpacks:**

American Shoe Repair & Luggage -126 E. Broad St., 908.232.9522  
GAP/GAP Kids - 207 E. Broad St., 908.654.8260  
The Children's Place - 177 E. Broad St., 908.789.7542  
Urban Outfitters - 154 E. Broad St., 908.928.9861

**Shoes:**

Castle Bootery - 52 Elm St., 908.233.7172  
GAP/GAP Kids - 207 E. Broad St., 908.654.8260  
Lord & Taylor - 609 North Ave. W., 908.233.6600  
Randal's Shoes - 82 Elm St., 908.232.3680  
Sole Fine Italian Shoes - 201 E. Broad St., 908.654.7800  
The Running Company - 123 Quimby St., 908.654.9900

**Clothing:**

Athleta - 234 E. Broad St., 908.518-7620  
Francesca's - 161 E. Broad St., 908.233.1680  
GAP/GAP Kids - 207 E. Broad St., 908.654.8260  
Johari Bra & Swimwear - 112 Central Ave., 908.228.2779  
Lord & Taylor - 609 North Ave. W., 908.233.6600  
Lucky Brand Jeans - 253 E. Broad St., 908.518.1794  
Ruby & Jenna - 206 E. Broad St., 908.232.6222  
South Moon Under - 249 E. Broad St., 908.518.1509  
The Children's Place - 177 E. Broad St., 908.789.7542  
Urban Outfitters - 154 E. Broad St., 908.928.9861  
Victoria's Secret - 233 E. Broad St., 908.518.0859

**Mobile Phones & Accessories:**

AT&T - 200 Central Ave., 908.301.1590  
Verizon Wireless -109 North Ave. W., 908.789.1201  
T-Mobile - 114 Central Ave., 908.228.5146

## Shopping Best Bets

*Fashion/Jewelry:*

**Jude Connally**

The September Collection has arrived at Jude Connally Westfield. Stop in to shop this beautiful new capsule in black, camel and red - perfect to wear now and later. Enjoy the compliments!  
111 Central Ave., 908.889.0900. [www.judeconnally.com](http://www.judeconnally.com)



### **Bittersweet Designs**

Just in time for back to school, Bittersweet has Lilly Pulitzer agenda books, notepads and zippered folio cases in bright new patterns. Check out the new jewelry from John Wind and Lizzy James. Fall handbags are arriving weekly. Bittersweet will be open during the Festifall on Sunday, September 25. 212 Lenox Ave., 908.389.0330. [Facebook](#)

### **Adlers Jewelers**

Adlers is now selling John Hardy jewelry. John Hardy is the luxury handmade jewelry brand founded on a synergy between designers and artisans who



create objects of beauty. The company's signature collaboration between designers and artisans yields jewelry that unites the mastery of the talented jewelers with modern designs. 219 North Ave. W., 908.233.6900. [www.adlersjewelers.com](http://www.adlersjewelers.com)

### *Home/Gifts/Art:*



### **Jewelry Making at Juxtapose Gallery**

Juxtapose Gallery will hold a Jewelry Making Workshop with Georgene Novak on Wednesday, September 21 from 6-8pm. This technique is easier than it looks so grab a friend and call now to register. BYOB. \$50 includes all materials plus choose from hundreds of beads. Paid registration is required to reserve your spot. 58 Elm St., 908.232.3278. [info@juxtaposegallery.com](mailto:info@juxtaposegallery.com)

### **The Farmhouse Store**

It's time to start thinking about holiday entertaining. The Farmhouse Store is taking orders on their signature reclaimed barnwood dining tables. Stop in and see these beautiful and affordable custom made pieces. Each one is handcrafted from 100 year old Pennsylvania barns. Orders taken in September are guaranteed for your Thanksgiving feast. 221 East Broad St., 908.654.0444. [www.thefarmhousestore.com](http://www.thefarmhousestore.com)



### **Papyrus of Westfield**

Papyrus is offering 20% off of all vendor Holiday Card Custom Printing orders placed between now and November 1. Exclusions apply. 62 Elm St., 908.928.1300. [www.papyrusonline.com](http://www.papyrusonline.com)

### **Evalyn Dunn Gallery**

It's back to school time and Evalyn Dunn Gallery is offering a 15% discount on custom framing of all 2016 school photos. This promotion must be mentioned at time of purchase and is good through September 30. 549 South Ave. W., 908.232.0412. [www.evalyndunngallery.com](http://www.evalyndunngallery.com)

### **Indigo Art Studio**

Indigo is a unique art and party space in town. They now host kids' theme art birthday parties,

sweet sixteens, bridal showers, corporate events, fundraisers, cocktail parties and any other special events. They also host art classes for kids every Thursday and rent out space to art vendors, cake decorators, and others who want a place to showcase their events. Enjoy 10% off all kids birthday parties with the promo code "downtownwestfield".

[www.facebook.com/indigoartstudiowestfield](http://www.facebook.com/indigoartstudiowestfield)

### **Home Economics Consignment Store**

Drop the kids off at school and head to Home Economics for a relaxing cup of coffee and a little retail therapy. View the new Fall finds in back to school clothes and fabulous sweaters and boots. Visit the special \$5 section and don't miss their new collection of furniture and housewares from Waterford, Tiffany, Pottery Barn, and more. 415 Rahway Ave rear building (next to Westfield Auto Wash). 908.451.6551. Thurs, Fri & Sat, 10am-3pm or by appointment.

[www.facebook.com/HomeEconomicsConsignmentStore](http://www.facebook.com/HomeEconomicsConsignmentStore)

### **Tang Art Advisory**

Are you looking to buy a contemporary artwork for your home but not sure where to start? Tang Art Advisory will give you a 30 minute free art consultation by phone. This offer is available to Westfield Today readers from Tang Art Advisory. Simply email them at [info@tangartadvisory.com](mailto:info@tangartadvisory.com) to set up your telephone appointment. 102 Elm St., 347.409.2786. [www.tangartadvisory.com](http://www.tangartadvisory.com)

### *Beauty/Fitness/Services:*



### **Power Stretch Studios**

Watch Power Stretch Studios on the show "One-on-One with Steve Adubato" (pictured left with owner Hakika DuBose).

Visit their homepage to view the segment. As a way to celebrate, they are offering all new clients 15% off any package purchase for the month of September. 66 Elm St., 2nd floor. [www.powerstretchstudios.com](http://www.powerstretchstudios.com)

### **POE Yoga Westfield**

POE Yoga & Fire Barre, the luxury boutique fitness studio in Downtown Westfield featuring far infrared radiant heat, has a new Fall schedule with more fire barre classes in the mornings, evenings and on weekends. Check out the new schedule on their website. First class is FREE! 128 Elm St. 908.264.7995. [www.poeyoga.com](http://www.poeyoga.com)

### **Satsang Yoga Studio**

Don't miss Satsang's free lecture by Thomas Agesan of the New Jersey Regenerative Institute. Learn about non-surgical solutions for sports, spine, and orthopedic injuries. September 14 at 8pm. 235 E. Broad St., 908.789.7203. [www.satsangyogastudio.com](http://www.satsangyogastudio.com)

### **Jersey Boutique Spa**

If you've ever wondered what is going on underneath your skin, now you can see a computerized ultraviolet image of just how much sun damage, clogged pores or lines you really have. This is free and takes only 10 minutes. Every skin scan comes with \$50 towards a paramedical DMK enzyme facial treatment. Lora from Jersey Boutique Spa was just awarded one of the top 7 aestheticians in the country for age management and featured on Dr. Oz. 331 W. Broad St., 973.634.1077. [www.jerseyboutiquespa.com](http://www.jerseyboutiquespa.com)

### **Glamorous Girlz**



For the month of September at Glamorous Girlz get a free polish change with a haircut appointment. 28 Prospect St., 908.264.8819.

### **Raritan Valley Gyrotonic**

This studio is offering a complimentary introduction to the Gyrotonic & Gyrokinesis exercise methods every Wednesday 7-8pm and Friday 10-11am in September. Gyrotonic & Gyrokinesis take you beyond the conventional exercise methods to increase the functional capacity of the spine, flexibility, strength and vitality. Advance sign up is required and is limited to 4 persons per class. Contact Shirley Wallitsch to schedule your session by email: [info@rvgyrotonic.com](mailto:info@rvgyrotonic.com). 111 Quimby St., Suite 9, 908.288.7551. [www.rvgyrotonic.com](http://www.rvgyrotonic.com)

### **Valencia School of Music**

Valencia School of Music is holding an open house Sunday, September 18 from 12-4pm for new students. Stop by and meet instructors and owners and get the details of private or group classes. Refreshments served. Everyone who signs up at the open house will receive 25% off of a month of private lessons. 37 Elm St., 908.967.0458. [Facebook](#).

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 45 Main Street community programs in NJ, and over 2,000 nationally. The office is located at 105 Elm St., Westfield, NJ 07090, 908.789.9444. [www.westfieldtoday.com](http://www.westfieldtoday.com)*

STAY CONNECTED:



## **SAVE 20% at Randal's Shoes**

**Enjoy 20% off the entire stock at Randal's Shoes during month of September! Just show this coupon on your mobile device to redeem. (Excluding SAS)**



82 Elm St., 908.232.3680  
Offer Expires 09/30/2016

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

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