



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

In This Issue: Grand Openings, New Downtown Website, Holiday Entertainment, Free Holiday Parking, Miracle on Elm Street Contest, New Winter Banners, Food & Wine, Shopping Best Bets

Grand Openings

Addams Tavern is open! This exciting new restaurant features an inviting bar, wood-burning grill, two levels of dining, farm-to-table locally sourced ingredients and an Argentinian-inspired menu. This highly anticipated restaurant of the Harvest Restaurant Group is open for lunch and dinner and can be booked for corporate, family and holiday parties. It's the hottest reservation of this season so book early! 115 Elm St., 908.232.3201. www.addamstavern.com



Trader Joe's is re-opening December 2 at 155 Elm St! Closed and demolished since February 2016 after its roof collapsed in a blizzard, the rebuild and re-opening is great news for fans of the grocery store and great news for Downtown Westfield businesses! Welcome back Trader Joe's, an anchor store in Downtown Westfield! 155 Elm St., 908.301.0910. www.traderjoes.com

Ono Bowls is now open at 107 Quimby St. This new organic juice lounge offers 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.Y.U.ENVY, a women's boutique owned by an acclaimed fashion designer, is open 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

Urban Sewciety has expanded and is moving this month to 307 South Ave. W. Their fabric shop carries a selection of modern fabrics, patterns and notions. They offer sewing classes in a small-group setting for parent/child pairs, kids, tweens, teens, and adults. They also host private group gatherings, birthday parties & girl scout events. 908.232.0600. www.urbansewciety.com

Opening Soon:

Club Pilates Westfield is opening on December 10 at 225 E. Broad St.! Sign up on their website today for a free demo class during their opening weekend. They offer upbeat reformer-based Pilates classes with a little extra - TRX, springboard, exochair, and weights - to keep your workout fun and interesting. Their pre-opening offer of 20% off your monthly membership cost for the lifetime of your membership will not be available much longer. Contact them today at westfield@clubpilates.com or 908.233.0950 to lock in this discount. www.clubpilates.com/westfield

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

Downtown BBQ will open at 301 South Ave. W. Stay tuned for details.

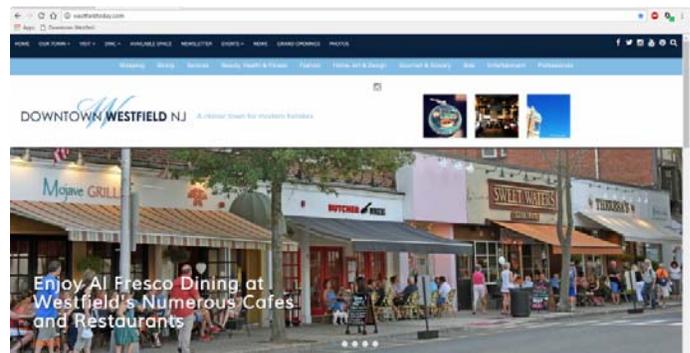
Michael Robert Construction

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

The Salad House is coming to 113 Quimby St. (in the space formerly The Grilled Cheese Shoppe). With locations in Millburn and Morristown, The Salad House offers healthy salads, plus a wide variety of sandwiches, wraps, flat bread pizza (available gluten free) and delicious small plate appetizers or tapas. Signature salad creations include the Mandarin Chicken Salad, the Apple Walnut Salad, and the Man Salad. www.createyoursalad.com

**Downtown Westfield has a New Website:
www.WestfieldToday.com**

The Downtown Westfield Corporation is pleased to present a new website for Downtown Westfield's Business District. Working with a special grant from Main Street NJ, DWC worked closely with Glerin, a Virginia-based web design & strategy firm, to create a custom site which meets the needs of our business community and creates a visually appealing new online presence for our town.



"We think shoppers and diners will be able to more easily navigate the downtown site and find what they are looking for more quickly and intuitively," said Jamie Lemberg, in charge of Digital Marketing & Social Media for DWC. "We provide access to the latest news, shopping, dining

and events in a streamlined fashion with menus that make sense."

Beth Brenner, Assistant Executive Director of DWC added, "By having the site more image oriented, the visitor is able to experience Westfield visually. Therefore the site becomes exciting and beautiful as well as informative."

The new website is easy to navigate, graphical in presentation and clean in its approach to content. Photos are large and professional. Tabs for news, grand openings, events, history, maps, parking, available space, newsletter, social media and more are available at a top level menu. Information about Westfield's businesses in shopping, dining and services categories are easily found in the next level menu, including new sectors tabs for Gourmet & Grocery, Arts & Entertainment, Fashion, Beauty Health & Fitness, Home Design and Children. Events are easy to find, maps are abundant, and a new tag line for Westfield has been introduced: A classic town for modern families.

"Prospective businesses get a flavor of our downtown and access to vital information they would need to open a new business here," said Sherry Cronin, Executive Director of DWC. "This is important for our future growth in attracting new business and economic development."

The new Downtown site reflects all that is modern and vibrant about our town. If you haven't already checked it out, visit www.westfieldtoday.com.

New Winter Banners are Hanging Around Downtown

You may have noticed the new banners hanging around town! Thanks to the Downtown Westfield Corporation and The Town of Westfield for designing, printing and hanging these brand new snowflake banners, welcoming visitors to our lovely downtown this holiday season and throughout Winter. They are part of the downtown decorating efforts along with the holiday wreaths and garlands.



In addition, the DWC has been working hard to decorate vacant stores for the upcoming holiday season by putting greenery in the flower baskets and filling the empty storefronts with holiday decorations and artwork by local artists.



Welcome Home to Westfield Holiday Entertainment in Downtown Westfield

The DWC sponsors family entertainment during the holidays in December, typically on Thursdays, Saturdays and Sundays. The fun roaming musical entertainment has been a Westfield tradition for decades and includes Yuletide Carolers, Watson Highlanders Bagpipe Band, NJ



Workshop for the Arts Alphorns and Brass Quintet, The Harmonics and Barbershop Quartet, and Twisted Mustache.

Schedule of events for 2016 is as follows:

Harmonics Quartet: Thursdays * Strolling Downtown * Dec. 3, 10 & 17 * 6:30-8:30 pm

The Yuletide Carolers: Saturdays * Strolling Downtown * Dec. 3 & 17 * 1-2 pm, Saturday * Lord & Taylor * Dec. 10 * 1-2 pm

Watson Highlanders Bagpipe Band: Saturdays * Strolling Downtown * Dec. 3, 10 & 17 * 2-5 pm

NJ Workshop for the Arts Alphorns: Saturday * E. Broad St. & Elm St. * Dec. 3 * 12-1 pm, Saturdays * E. Broad St. & Elm St. * Dec. 10 & 17 * 2-3 pm

NJ Workshop for the Arts Brass Quintet: Sundays * Strolling Downtown * Dec. 4, 11 & 18 * 2:30-4:30 pm

Twisted Mustache: Sundays * Strolling Downtown * Dec. 4, 11 & 18 * 1:30-3 pm

For more information, please call the DWC 908.789.9444 or visit www.westfieldtoday.com.

Photo: The Yuletide Carolers will sing at various places throughout downtown Westfield on Saturdays during December from 1-2pm, sponsored by Downtown Westfield Corporation.



Free Parking for the Holidays December 17-26

Enjoy the gift of free metered parking for the Holidays in Downtown Westfield! Parking will be free at on-street meters and parking lot pay stations from Saturday, December 17 through Monday, December 26 compliments of the Town of Westfield.

Shoppers, diners and visitors may enjoy the free metered parking at designated 2-hour on-street meters and 4-hour parking lot pay stations. Parking restrictions and time limits will be enforced to ensure turnover of the parking spaces. The meters and pay stations will be covered with red meter bags. This year free parking will be December 17-26, 2016.



Miracle on Elm Street Shopping Spree Contest

Enter to win a weekly drawing for gift cards to your



favorite downtown Westfield businesses or restaurants! From November 25 through December 23, 2016, enter to win one of six \$50 gift cards* each week during the holiday season. Six individual weekly prizes of \$50 will be

awarded in Downtown Westfield shopping/restaurant gift cards of your choice. Your email address will automatically enter you into our bonus drawing for a \$25 parking card each week. Printed entry forms are available at your favorite Westfield business and restaurants and when completed, may be placed in the special mailboxes located at the corner of Elm St. & E. Broad St. or on the corner of South Ave. W. & Summit Ave. Mailed entries or on-line entries will be accepted. Limit one entry per person per week. Must be 18 years or over to enter. *Gift cards will be issued to winners from Downtown businesses of their choice. Businesses must be located within Westfield's Special Improvement District. Winners will be randomly drawn on December Fridays with last drawing on December 23, 2016.

[To enter the contest online, click here.](#)

Food & Wine

A Central Jersey Local's Guide to Westfield Restaurants and Eateries

Central Jersey in Motion has published a great article about restaurants in Westfield! "A cozy town that is home to multiple generations, Westfield boasts a wide array of locally-owned restaurants, cafes, and eateries mere blocks from the train station. The downtown area is both intimate and lively, with incredible variety all within walking distance, and this sense of making you feel more and more welcome with each visit.

Westfield is commonly called "a classic town for modern families," and hosts "Dine Out" restaurant weeks a couple times a year, which is an exciting way to visit and support these local establishments. From Elm Street to the heart of the downtown area, you will find a decades-old French restaurant, a coffee roaster, Tex-Mex cuisine, and even a chocolatier that's family-owned since 1904." [Read the article.](#)



Fresh Fish for the Holidays at Westfield Seafood

Fresh Christmas fish will be available the full week from December 19-24 at Westfield Seafood. They will be open until 7pm each day, except 12/22 until 10pm and on Christmas Eve until 5pm. Order shrimp platters, custom prepared items and specialty fish in advance. Opened shellfish must be ordered by the 19th. For everything else, just stop in. 220 South Ave. W. www.westfieldseafood.com

Holiday Parties at Sweet Waters Steak House

Spend the holidays with Sweet Waters -- from a small intimate family gathering to a business holiday party, they can accommodate your needs. Space is filling up so call to reserve your party. Or simply stop by and have a cocktail for happy hour, before or after dinner. Sweet Waters is the hidden gem of a bar in Westfield. 43 Elm St., 908.317.2599. www.sweetwatersnj.com

Rioja Wine Dinner at Butcher Burgers, December 7

NosVino and Butcher Burgers Present La Rioja Wine Dinner on Wednesday, December 7 at

7pm. Meet the winemaker, Tobelos, and taste the custom menu each course paired with a different wine. Enjoy grilled mackerel, duck breast, braised beef, Spanish cheeses and warm chocolate cake. \$100 pp includes food, wine, sommelier, tax and tip. Event takes place at Butcher Burgers, 39 Elm St., 908.317.2640. For tickets and info, call 908.232.5050 or visit www.nosvino.com/events.

NosVino Holiday Party, December 15

Join NosVino for a celebration of winter, wine and good times December 15 from 6-9pm! The wine will be flowing and good snacks will be served. Enjoy live music for dancing and special prices on featured items. This will be a great chance to have some try-before-you-buy gift wines and mingle with your fellow fans of NosVino's specialties: fine wine, craft beer, creative cocktails - all the while enjoying delicious treats provided by local restaurants! 127 Central Ave., 908.232.5050 www.nosvino.com

Hand Dipped Chocolates at The Chocolate Bar

The chocolate bar will making fresh gelato and hand-dipped chocolates daily for all your personal and corporate needs during the holidays using the finest ingredients. 112 Quimby St., 908.389.9000. [Facebook](#)

Half Price Hot Chocolate and Coffee at Ahrrre's Coffee Roastery

Enjoy Happy Hour at Ahrrre's with half price hot chocolate 3pm to 6pm daily, throughout December. Plus, get fresh brewed 'coffee of the day' at half price from 5pm to close on Weekdays. For the holidays, purchase five Gift Baskets and get a sixth one free! Evening hours are extended to 8pm on weekdays from December 12 to 23. 104 Elm St., 908.232.7977. [Facebook](#)

Discounts on Cleanses and Juices at Feast Catering & Cafe

Feast is celebrating 17 years in Westfield and thanking their loyal customers with some December specials. Get ready for the holidays with \$5 off their 36-hour and 3-day Cleanses from their Juice Junky Bar (booked Monday through Wednesday) Also, every day 9-11am get \$1 off any juice. Drop by for soup, sandwiches and juices and find our more about their full catering menu. 27 Elm St., 908.654.0045. [Facebook](#)

Gift Baskets at Patricia and Paul Artisans of Fine Oils and Balsamics

Patricia & Paul has the perfect gift for everyone on your list from the office Secret Santa to your most important client. They can prepare for you custom Gift Baskets, delicious Oil & Balsamic Pairings, Executive Gift Boxes, Sampler Sets and their newest addition: Oil & Balsamic Gift Club. Let one of their associates assist you today! 20 Elm St., 908.232.3866 www.patriciaandpaul.com



Give the Gift of a Westfield Gift Coin \$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 info@gwaccnj.com.

Shopping Best Bets

Adlers Jewelers

Don't miss the Unforgettable Moving Sale at Adlers from November 19 to December 24, when prices on all jewelry in stock will be reduced for the entire holiday season to prepare for a BIG move to their new location. They are moving right next door to 217 North Ave. W. (in the space formerly Exquisite Bride and Talbots). Adlers Jewelers extended holiday hours begin Thursday, December 15 thru Saturday, December 24. 219 North Ave. W., 908.233.6900. www.adlersjewelers.com



Bittersweet Designs

Stop by Bittersweet to see their wonderful assortment of handbags, jewelry and scarves, Nest candles, elegant and whimsical holiday gifts and ornaments. Beautiful Christmas wreaths and swags add that extra touch for the holidays. Mariposa is fully stocked for your holiday entertaining. They also have great stocking stuffers and hostess gifts for under \$30. All gifts are exquisitely wrapped, you just add the card. 212 Lenox Ave., 908.389.0330. [Facebook](#)

Bridget's Irish Cottage

Bridget's is having a jewelry trunk show with Shanore, maker of handcrafted jewelry from Ireland, on December 15 from 3-9pm. Alan Clancy from Shanore will be on hand to showcase their new line Origins, Tara's Diary, Claddagh rings, Celtic Rings and more. 15 E. Broad St., 908.789.0909. www.bridgets.com

Evalyn Dunn Gallery

December is the gift giving season and Evalyn Dunn Gallery is giving a free greeting card with each purchase during the month of December. Select from a wide variety of greeting cards, many of which are handmade. 549 South Ave. W., 908.232.0412. www.evalyndunngallery.com



The Farmhouse Store

The Farmhouse Store has beautiful new Westfield glass ornaments for sale at \$29.99 each. These make great holiday gifts! 221 E. Broad St., 908.654.0444. www.thefarmhousestore.com

The French Martini

The French Martini has special events and many new, beautiful, and unique gifts in the shop for everyone on your list. On December 1, 12-2:30pm and 7-9:30pm, ladies enjoy Holiday cocktails with special guest Brittany Espy, owner and designer of Perry&Bleecker. Thursday, December 15 from 7-9:30pm, fellas are welcome to the Annual Scotch Night, hosted by the men behind TFM, Mike and Mike. New gifts this season include cozy knits (think scarves, hats,

wraps and throws) from Evelyne Prelonge, MANOUSH, Barefoot Dreams and Brannigan Weavers. TFM also offer original designs plus a curated selection of vintage jewelry and barware. 41 Elm St., 917.532.5776. [Facebook](#)

Johari Bra & Swimwear

Stop in to Johari and get lifted and fitted for your holiday party. They sell strapless bras, control garments, and nylons. While there, pick up a gift card for your party's host so she can do the same. Get a free gift with purchase if you mention this Downtown Westfield newsletter. 112 Central Ave., 908.228.2779. www.joharionline.com

Jude Connally

Jude Connally is thrilled to announce the launch of their weekender totes and cosmetic bags, just in time for the gift-giving season. Stop into the Westfield store to shop the travel collection today. 111 Central Ave., 908.889.0900. www.judeconnally.com



N&C Jewelers

Enjoy N&C Jewelers' Holiday Sale with 25% off all in-stock merchandise December 1-24. Holiday hours starting December 11: Monday through Friday 10am to 7:30 pm, Saturday 10am to 5:30pm, Sunday 11am to 4 pm. For last minute shoppers, N&C Jewelers will open on Christmas Eve from 11am to 4pm. 102 Quimby St., 908.233.3380. [Facebook](#)

Time Warp

Time Warp is having a holiday Open House on Sunday, December 4 from 12-4:30pm. There will be food, refreshments, special sales and a drawing to thank their loyal customers and to invite new customers to the shop. Find unique gifts at great prices, including vintage and designer clothing, accessories, linens and jewelry. 407 South Ave. W., 908.232.2848. Visit their online shop on Etsy too: www.etsy.com/shop/TimeWarpTrends

Westfield Service League Thrift Shop

Westfield Service League Thrift and Consignment Shop is having their grand, yearly Christmas Sale on December 3, 9am-4pm. Find new toys, clothing, decorations & gifts. 14 Elmer St., 908.233.2530. [Facebook](#)

Services:

Bar Method of Westfield

Bar Method offers a unique and fun work out experience in our downtown location. Classes are open to all levels and abilities. They are currently offering a Special Deal of \$89 for 1 month unlimited classes. They also offer onsite childcare! 105 Elm St., 908.232.0746. [Facebook](#)

Details Made Simple ~ Wedding Day Coordinator

Celebrate the holidays and enjoy their gift to you.... Receive \$100 off any wedding coordination package booked in December. This special is for new clients only and expires 12/31/16. Please mention this newsletter promotion. 231 North Ave. W., Suite 1B, 732.692.4259. www.detailsmadesimple.com

Elegant Image Salon

Elegant Image is having a Trunk Show & Cocktail Party on December 8 from 10am-10pm

to celebrate an in-salon boutique of jewelry & accessories. Join them! Cocktail party begins at 6:30pm. 405 South Ave. W., 908.232.4900. www.elegantimagenj.com

Facial Reality Spa & Salon

Give a gift, get a gift! Facial Reality's most popular promotion is back for the holidays. Purchase a \$100 gift certificate and receive a \$25 gift certificate just for you. Use your gift certificate towards any product or service in their spa, including the fabulous Eminence organic skincare line. It's their way of saying thank you to their valued clients. Offer is valid for gift certificates purchased through December 31, 2016. 221 Lenox Ave., 908.928.0010. www.facialrealityspa.com

Glamorous Girlz

For the month of December Glamorous Girlz will be offering free holiday nail art with any manicure or pedicure service. Gift certificates are available. Enjoy free holiday wrapping with any purchase. 28 Prospect St., 908.264.8819 www.glamorousgirlzsalon.com

Indigo Art Studio

Indigo Art Studio is now hosting Royal Princess Tea Parties! Dance and sing with real princesses. Dress up like a royal princess. Enjoy glitter face painting, games, an incredible candy/goodie table, amazing decor and so much more. Book your party in December 2016 to get special promotional prices. 102 Elm St., 908.986. 6816. [Facebook](#)

Jersey Boutique Spa

Brow Bar is open at Jersey Boutique Spa! Experience the perfect brow shaping, waxing and filling in using Anastasia of Beverly Hills and Kelley Baker Brow products and techniques. Voted Best Brows in NJ by InStyle Magazine. Free brow shaping with any DMK facial and always free brow consultations. 331 W. Broad St., 973.634.1077. Free parking in back. www.jerseyboutiquespa.com

POE Hot Yoga Fire Barre

POE's Fall/Winter schedule is in full swing. Check out their schedule online. Also, stop in and see the beautiful retail section, with Sweaty Betty, Beyond Yoga, Spiritual Gangster, and POE body products. 128 Elm St., 908.264.7995. www.poeyoga.com

Raritan Valley Gyrotonic

Raritan Valley Gyrotonic is offering gift cards for all occasions. Give a unique gift this year, the gift of rejuvenation and wellness. Purchase on their website. Also, check out the artwork and talent of Shirley Wallitsch, owner of Raritan Valley Gyrotonic, on display at the former Coldwater Creek location. 111 Quimby St., Suite #9. 908.288.7551. www.rvgyrotonic.com

Valencia School of Music

Valencia School of Music, located on Elm St above Mojave Grill and Butcher Burgers, is offering 25% off the first month for new students of private music lessons through the end of December. Gift Certificates are available for January starting dates. Work with some of the best music instructors and enjoy performance opportunities both with the school and throughout the community. They are also currently accepting enrollment for their January DJ Kids and Rock-U Classes. 37 Elm St., 2nd Floor, 908.967.0458. www.valenciamusicnj.com

Via Nutrition

Now is the perfect time to try the Infrared Sauna at Via Nutrition. The Sauna is an amazing

healing tool for decreasing inflammation and enhancing cellular health, removing toxins, lowering blood pressure, providing a solid night's sleep, muscle recovery and gorgeous skin (glow immediately). Via Nutrition is offering great gifts to give or get. Purchase the 30-day nutrition program and get 1 infrared sauna session as a bonus (\$30 value). Buy a 3-pack sauna session for new clients: \$67 (value: \$90). Also, their next whole food cleanse (chef prepared) is mid-January. Email to get on the list. 138 Elmer St., 908.310.0277.

www.vianutritionandhealth.com

karen@vianutritionandhealth.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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