

Whole Foods Plans Metuchen Open

Whole Foods is planning to open its Metuchen store in October, according to Margie West, the company's marketing director for the Northeast who gave a presentation on the upscale market's strategy.

The Brainy Borough will join Buffalo and Harlem among the newest select locations for the company's expansion plans in the Northeast.

The Metuchen Whole Foods will include a cafe in the store, like the Whole Foods in Clark, and the company will utilize its expertise in gourmet, healthy food by also operating a pub. In Metuchen, the plans are for a Tex-Mex theme featuring local wines, margaritas, and craft beer.



Taco Opportunities: A swordfish taco from the **Whole Foods** website

About the MDA:

The Metuchen Downtown Alliance represents 256 business owners, 89 property owners and inspired 3,500 volunteer hours in 2016. Visit our site DowntownMetuchen.org for additional information.

DOWNTOWN METUCHEN

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MDA Member Meeting on April 19 at Novita Features Storefront Design Experts

The Metuchen Downtown Alliance Board welcomes you to our quarterly Member Meeting.

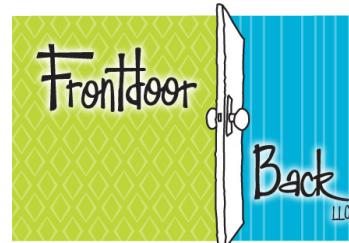
The meeting will feature consultants from [Frontdoor Back](#) who are leading experts on storefront design and visual merchandising.

MDA teams will also provide an update on their work. The meeting will be on Wednesday, April 19, from 7pm to 8pm at Novita Bistro & Lounge at 25 New Street.

Space is limited so please RSVP to isaac@downtownmetuchen.org by Friday, April 14 at 5pm.

Light refreshments will be provided at the conclusion of the meeting.

Retail store design and shopper behavior experts Frontdoor Back teach business owners how to create storefronts that capture shoppers and



design stores that facilitate sales.

The consultants help store owners see through their shoppers' eyes and teach how and what attracts, captures, delights and sells.

Frontdoor Back helps identify the key components to effective storefronts and get the most out of window displays, awnings, signs, lights and virtual merchandising.

Seanette Corkill is the owner of Frontdoor Back and is an expert on helping independent businesses stay competitive.

Volunteer training will be held on Saturday, April 22 from 10am-1pm. This is an opportunity for existing and prospective volunteers to learn about the MDA and how to get involved. The training will run from 10am to 1pm and lunch will be provided. RSVP to isaac@downtownmetuchen.org no later than Wednesday, April 19.

April in Metuchen:

April 1 (and every first Saturday): Walk Around Cellar Tasting at **Novita**, 12-3pm.

April 2 (and every Sunday): Build-Your-Own Bloody Mary Bar and Irish Breakfast at **Hailey's Harp & Pub**.

April 2: 1st Sunday Caribbean Brunch Buffet at **Breezes Cafe & Grill**

April 4: (and every Tuesday): Kids eat free at **Novita**, 4pm-10pm.

April 3-4 (and every Mon/Tues): Pasta night at **LaRosa Pizzeria & Restaurant**.

April 4 (and every Tuesday): Taco Tuesday at **Hailey's Harpcade**.

April 8: Annual Town-Wide Garage Sale hosted by the Metuchen Chamber. \$15 to register. 9am-4pm.

April 8: Easter Egg Hunt and Bunny visit at Myrtle Park. 9 am. Downtown Easter egg hunt afterward at participating shops and restaurants. Hunt for some Easter eggs filled with candy for the kids and deals for the adults.

April 20: Collazzi Wine Dinner at **Novita**. 6:30pm. Hosted by winemaker.

April 21: Metuchen Education Foundation Annual Spring Fundraiser at the **Metuchen Inn**. 7-11pm. Hors d'oeuvres, drinks, entertainment, silent auction.

Free Parking!

There is daily, free parking for up to 3 hours at the Pearl Street deck. Nexus has agreed to extend the offer until Aug 31.

New Businesses Are Springing Up

More and more businesses are opening in Metuchen these days.

Genus Boni Toys offers a unique collection of children's toys, games, models and puzzles — and a nook in the back for mom and dad to take a break and enjoy one of the shop's wide selection of teas. **ARTeVINO**, an art and BYOB wine studio featuring art classes, private parties and corporate events.

Also new to Main is **Halo Hair Salon**, an upscale salon offering men's and women's haircuts and a wide variety of colorings, highlights and treatments. **Isolation Fitness** offers one-on-one personal training and group classes like Zumba. The new studio is offering an open house on Saturday, April 8, with special promotional discounts available.

Fresco Italian Deli, a longtime Metuchen favorite stop for Italian delicacies, has been reborn under new ownership by Nigel Longville.

And the District at Metuchen is already pampering locals with spa-like comforts at **European Wax Center** and **Massage Envy**. **Leonardo's Jewelers**, **Super Cuts** and **Verizon Wireless** round out the new offerings.

Shop Small Saturday

On April 1 and 8, Metuchen will celebrate Shop Small Saturdays. In addition to enjoying this charming and iconic downtown, you'll also get special discounts at participating retailers including Brass Lantern, Carpet Maven II, Genus Boni, Metuchen Liquor and Wine, New Perl Cleaners, Pyramid Vitamin & Health Store, Runner's High and See-More TV & Appliance.



Horiatiki, the village salad, at The Greek on Main

Opa! High Honors for The Greek's Chef Kappas

The Greek on Main has been open for less than a year, but is already making its mark. The Main Street eatery was named one of the 10 Hottest Restaurants in Central Jersey based on a poll of readers of MyCentralJersey.com, part of the USA Today network. As the publication put it, The Greek "immerses its guests in the rich familial culture of its native country with a delectable and expansive selection of classic and modern Greek delicacies."

"We believe every dish should be made with the same passion and authenticity as the last," chef Theodore Kappas told MyCentralJersey. "Remaining faithful to our roots, we import the freshest ingredients from various Greek regions."



Hop on over to the Brass Lantern to shop local for Easter

#Downtown Metuchen

Last month, in honor of Restaurant Week, the newsletter featured social media accounts of Metuchen's eateries. So this month, we'll work it off with the accounts of some of Metuchen's health and fitness businesses.

There are so many to choose from, the Brainy Borough could easily be known as the Buff Borough:

Bounce Back Fitness:

Instagram: @bouncebackfitness

Futbol Club Copa Academy:

Instagram and Twitter: @fccopa

Isolation Fitness:

Instagram: @isolation_fitness

Twitter: @isolation21

Metuchen Dance Centre:

Instagram: @metuchendance

Metuchen Sportsplex:

Instagram: @metuchensportsplex

Ms. Doreen's Fabulous Feet:

Instagram: @fabulousfeet5678

9 Rounds:

Instagram: @9roundmetuchen

Runner's High:

Instagram: @runnershighnj

Sakula Yoga Studio:

Instagram: @sakulayoga

And here are some hair and beauty accounts:

Boyt Drugs:

Instagram: @boytdrugs

Twitter: @boytdrugs

Halo:

Instagram: @halo.metuchen

Lure Lash:

Twitter and Instagram: @lurelash

Main Street Barbershop:

Instagram: @mainmetuchen

Razorsharp Barbershop & Shave Parlor:

Instagram: @rsbsx13

Studio27:

Instagram: @studio27llc

Suite Beverly:

Instagram: @suitebeverlysalon