

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 Brainsy 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.



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.

