

Join Us Every Friday for Pizza Night

The New Salem General Store is excited to announce a new addition to our Deli & Grill menu: fresh, made-to-order pizza. Our tasty white and whole wheat pizza dough is regionally produced by Take 2 Dough Productions in Sanford, Maine. I met the owner, Dave Tully, at a food trade show several years ago, so I am happy that we are finally able to offer his superb product as the base for our fresh-baked pizza. Starting Friday, May 8, we will serve pizza on Friday evenings with our homemade red and pesto sauces as well as fresh-grated cheeses, and a wide selection of meat and vegetable toppings.

I hope you will join us at our tastings this month. We are pleased to introduce Tröegs beer as well as a local apple ice wine (see sidebar). For more up-to-date news, be sure to visit our web site and sign up for newsletter and event alerts.

Rick

Rick Oliver, Proprietor



Dave Tully of Take 2 Dough Productions shows the New Salem General Store staff how he recommends making a good pizza.

Regional Vendor Spotlight:
TAKE 2 DOUGH PRODUCTIONS

'If you don't care, it won't taste as good.'

By John W. DeWitt

Just in time for lazy summer nights: New Salem General Store pizza. Our dough – used by discerning chefs and restaurants across New England, including fine Boston pizzerias - is made in Sanford, Maine, by Dave Tully and the 9-member staff of Take 2 Dough Productions. Dave recently visited New Salem to train our staff on how to properly prepare and bake pizzas using his dough, so we asked him about his business and what he thinks makes a pizza taste great.

Q: You took time to drive out and train the store's staff. What's your philosophy?

A: My philosophy has always been: stand behind your product, make the best you can, don't cheapen things up, be respectful, and do as much as you can to support customers. The customer relationship goes along with the product. The product has a certain feel, taste, and look – and people feel a certain way when they are buying it from a vendor who they know cares about their end result.

Q: Customers think your product is delicious. What makes great pizza?

A: Attention to detail is the basic line. Use good products. Don't cheapen it up – don't use cheap sauce or cheese. Be flexible and make what the customer wants. It's all in the details. If you don't care about the pizza you're making, it won't taste as good. If you go into a successful pizza place, they are adamant about the way they make their pizzas. You have to take pride in the pizza.

NEW SALEM GENERAL STORE

News & Events

Thursday, May 14
Tröegs Beer Tasting

On his recent vacation, Rick stopped by this Pennsylvania craft brewery and came back with Tröegs. Join us to taste some samples, including the Tröegenator double-bock.

Thursday, May 21
Apple Ice Wine Tasting

4:30-6:30 p.m.

Join us Thursday evening and experience the gentle bite, complex flavor, and long-lasting finish of **Apfel Eis**, an apple ice wine produced locally by Still River Winery in Harvard, Mass. Made from a blend of local varietal apples – over 80 apples per bottle – Apfel Eis is pressed without preservatives and fermented at very cold temperatures with no sugar added. Visit www.stillriverwinery.com

Thursday, May 28
Hilltown Business Club

6:30-8 p.m., 16 W. Main St. Join the club and help us build "community, commerce & connection" for New Salem, Shutesbury, and Wendell. Learn more and sign up at www.hilltownconnect.com



Cinco de Mayo!

Celebrate all month long with LandShark, Modelo & Corona beers on sale