

Pizza Now, Hilltown Brewfest Later!

As we enter these hazy, lazy days of summer – and race to enjoy them while they're here – we still have a lot to look forward to, as we are lucky enough to live in an area with beautiful fall foliage and cool Quabbin breezes. Such a scenario will be the perfect backdrop for this year's **Hilltown Brewfest**, another autumnal spectacle to behold in the North Quabbin Valley. Check out our feature story for more details.

Speaking of spectacles to behold, have you tried a New Salem General Store **pizza** lately? With over 15 toppings to choose from, there's plenty of sights (*and* smells *and* tastes) to behold. Call up this Thursday and Friday and order a pie, a perfect complement to these late summer nights. Order on Thursdays this month and receive your choice of either a free topping or a free 2-liter soda.

Be sure to visit www.newsalemgeneralstore.com for a full pizza menu – as well as our grill & deli menu and the latest store updates. Hope to see you soon!

Rick

Rick Oliver, Proprietor

News & Events

Saturday, Sept. 12
Hilltown Brewfest
12:00-5:00 pm

The Hilltown Brewfest features over 15 microbrews of beer, wine, cider and mead. Save \$2.00 by purchasing advanced tickets at the New Salem General Store, Wendell Country Store, or Deja Brew Café & Pub.

Featured Product:
Fresh, Local Corn!



Just \$6.00 a dozen, straight from the Pioneer Valley
Plus: New Salem-grown Blueberries \$5 a *quart* – a great deal while supplies last!

Get Your Tickets! Hilltown Brewfest Coming Sept. 12

By John W. DeWitt

The New Salem General Store and Wendell Country Store have partnered again to present the Hilltown Brewfest 2009 from noon to 5 p.m. on Saturday, Sept. 12, in New Salem. This year's tasting will featuring more than 20 mostly regional brands of beer, wine, cider, and mead, along with food, raffles, and live music. Courtesy of Larry Eaton Builders, the event will be hosted at Cooleyville Junction, 837 Daniel Shays Highway, about five miles south of the New Salem General Store on Route 202. Admission is \$20.00 at the door, \$18.00 in advance. The proceeds benefit the New Salem and Wendell Fire Departments, which will have fire trucks on display at the event. Last year's inaugural Hilltown Brewfest raised more than \$900 for our two towns' meetinghouses.

"The first Hilltown Brewfest was a great success, with upwards of 250 people attending despite heavy rains, so we're thrilled to bring the event to New Salem this year," explained Rick Oliver. "The Hilltown Brewfest recognizes and promotes our area's outstanding brewers and provides a fun venue for microbrew enthusiasts to sample a wide and tasty variety of mostly local or regionally produced beverages."

The Hilltown Brewfest 2009 will include live musical performances by three area groups: **Evenspeak**, a rock and blues band from Orange; **A Ghost Quartet** from Northfield, which plays "jazzy blues with a taste of fist-fight swing"; and **Gangly Heart** from Greenfield. Learn more at www.hilltownbrewfest.com.

