

A Community of Generosity!

I am always overwhelmed – and never disappointed – by the caring and generosity of our community. This month, the *General Store News* reports the amazing results from not one, but two, local fundraising efforts. (And our third, Five Rivers wine for Baystate's breast cancer research, continues through October.) Back in August, my local chapter of the Red Knights raised \$3,000 for kids' brain cancer research – \$1,200 of which came just from your donations to the collection can at the store! And on September 11, our third annual Hilltown Brewfest raised nearly \$7,500 – more than the two previous years combined – to support firefighters in New Salem and Wendell.

My heartfelt thanks to all of you who made this possible: our customers and all the volunteers, sponsors, and attendees.

Rick

Rick Oliver, Proprietor

A Brewfest Blowout for 2010

If you attended Hilltown Brewfest 2010, you know Saturday, Sept. 11 was a beautiful day of suds 'n' sounds for a great cause. If you didn't make it, here's what you missed: three great local bands; nearly 100 styles and flavors of alcoholic liquids carefully crafted several dozen brewers, vintners, and whatever you call the folks who make mead and cider; a moment of silence, led by New Salem Fire Chief Joe Cuneo, remembering a very different Sept. 11; hot-off-the-grill food; carloads of friends – 600 attendees, dozens of volunteers.



And now we've tallied up the results – the funds we raised for our New Salem and Wendell Firefighters: \$2,500 in proceeds for each town's fire department; another \$1,100 each from the firefighters' 50/50 raffle; \$200 in give-backs. Total: \$7,400!

NSGS Customers: \$1,200 in the Can!



On Aug. 15, nearly 200 motorcyclists spent a beautiful Sunday on the road to raise money for Pediatric Brain Tumor Foundation's research. NSGS proprietor Rick Oliver and his Red Knights Massachusetts Chapter 2 brought in \$3,000 – \$1,200 from the store's countertop can.

"Over one-third of our chapter's donation came from our customers — and for that you all deserve a big Thank You!" Oliver said. "The total raised for the New England ride was over \$36,000. I am always in awe at the amounts raised each year when the total is announced."



Now In Stock

Expanded Vegetarian/Vegan Lineup

Try tasty *and* healthy treats, from Primal's Vegan Jerky to Macro Vegetarian Pad Thai Noodles.

Oktoberfest: Das Bier Ist Hier!

Just in time for October, we've got Oktoberfest beers from Wachusett, BBC, Sam Adams, and Harpoon. Also try other seasonal whistle-wetters – Jack's Pumpkin Spice Ale, Long Trail's Harvest Ale, and Woodchuck Draft Cider's Limited Fall Release.



Pounds o' Produce: Eat Your Veggies

We've got onions, potatoes, tomatoes, peppers, lettuce & more. Buy 'em by the pound.

Which Comes First – Turkey or Egg?

We've solved the ancient dilemma. Local, natural Diemand Farm eggs come first – get 'em anytime for \$2.99 a dozen. Then come fresh turkeys, \$3.49 a pound, just before Thanksgiving. Signup sheet is at the counter – put in your order now.

A Glass of Wine, A Ray of Hope

For every bottle of Five Rivers wine you buy this month, \$1 supports The Rays of Hope breast cancer research at Baystate Regional Cancer Program's Comprehensive Breast Center.

Maine Root Pumpkin Soda

Need we say more? You've just gotta try it!

October In-Store Specials

Hard Times? Try 10% off West County Ciders
Hmmm ... something about fall and cider that just go together. This is local, adults-only hard stuff!

Get Your Craft Beer 12-Packs Here – \$14.99
You'll need to pay the deposit too. But it's still a great special on craft brews – so take your pick of Sam Adams, Wachusett, or Smuttly Nose.

Souvenirs! Souvenirs! Brewfest Keepsakes!
We've got commemorative Hilltown Brewfest shot glasses for \$2 a pop, festive T-shirts for only \$10.

Fall/Winter Hours

Sad but true – the summer is over. After the first weekend in October, we revert to winter hours:

Monday-Saturday 6 a.m. – 8 p.m.
Sunday 7 a.m. – 6 p.m.