



CITY OF MANCHESTER

Economic Development Office

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Downtown Manchester Celebrates Retail Resurgence with Four Grand Openings on Nov 3rd *Milltown Market, Vino Aromas, Dancing Lion Chocolates and 36 Delux celebrating grand openings on Nov. 3rd*

Manchester, NH – The City of Manchester Economic Development Office in cooperation with Intown Manchester announce there will be a Grand Opening/Ribbon Cutting event to celebrate (4) brand new retail businesses in downtown Manchester happening Thursday, November 3rd from Noon – 1pm (schedule below).

A booming restaurant scene in downtown has acted as a catalyst for retail resurgence in downtown Manchester. Several niche retail locations have opened since September, helping to add to the growing unique shopping district within the Central Business Service District. In addition to the businesses to be spotlighted in Thursday's event, there are (3) other new retailers who have decided to make downtown Manchester their home including Statement (34 Hanover Street) which sells high-end European/Canadian women's clothing; Euphoria Emporium (89 Hanover Street) – Manchester's first oxygen bar and Appcessories (941 Elm Street) who specialize in accessories for Apple products.

The Grand Opening of (3) more new retail locations as well as the newly opened '36 Delux' restaurant will begin promptly at noon Thursday, November 3rd beginning at 36 Delux (36 Lowell Street) followed by MillTown Market (1053 Elm Street) at 12:15pm, Vino Aromas (997 Elm Street) at 12:30pm and ends at Dancing Lion Chocolate (917 Elm Street).

“There is a downtown retail resurgence and Mill Town Market is proud to be a part of it”, stated Jane Beaulieu, the owner of the Mill Town Market which offers locally-grown gourmet meats and produce as well as locally-made breads and desserts. One of the only items missing from the Mill Town Market is wine. Fortunately Vino Aromas, also celebrating their grand opening on November 3rd, has got you covered. “We offer more than 108 wines from all over the world”, stated Dan Villafranca, owner of Vino Aromas. In addition to buying a bottle of wine, customers can purchase a glass of wine which can be accompanied by a fruit or cheese plate made fresh on-site.

Retail business owners are working with the Open Doors Trolley Tour happening from 5:00-8:00pm on Thursday night to help lure people downtown to take advantage of all the new retail stores. “Art and Chocolate are a perfect match”, stated Rich Tango-Lowry, owner of Dancing Lion Chocolate which sells premium handmade chocolates not available anywhere else in the

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country. Rich is a true master of chocolate having studied in France and Tuscany. “I want my customers to see what chocolate should be and provide them with a learning experience when they walk in my door”, stated Tango-Lowry. Dancing Lion Chocolates will be offering formal chocolate tastings and wine pairings throughout the year.

‘From our perspective, the downtown area is a work in progress. We managed to weather the retail exodus in the late 90’s and then brought in a first class entertainment arena, the ball park and we became an arts & culture stronghold. As we have seen in other downtowns, restaurants make way for retail. We have experienced a dining boom and have become a dining capital in the Northeast and the success of those restaurants has paved the way for retailers to recognize downtown as a strong business community. We have seen a dramatic influx of new street level businesses in central downtown and I have no doubt that these new businesses are the beginning of a new niche retail market that will only continue to grow.’ says Samantha DePrima, Director of Marketing & Public Relations for Intown Manchester.

Whatever you are looking for, downtown Manchester now has you covered. All retail businesses, as well as 36 Delux, will remain open until at least 7:00pm on Thursday, November 3rd and the public is encouraged to attend all four ribbon cutting ceremonies from 12:00-1:00pm. For more information regarding the activities schedule for Thursday, November 4th please call Chris Wellington at 603-624-6505. For a complete list of downtown retail stores please visit visit www.intownmanchester.com or call 603-645-6285.

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