



MAY NEWSLETTER

MAY Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. New Business - Butcher and Baker, Mosaic Outfitters
3. Winner of our Website Contest
4. Downtown Clean Sweep - Winner!
5. Car-Free Friday - June 2nd Kick Off!
6. Dog Friendly Downtown
7. Join our Facebook Members Only Group!

MONTHLY MESSAGE FROM OUR GENERAL MANAGER



Spring is here and I am anxiously anticipating warmer days with some sunshine to dine on the outdoor tables in and around the BIA. One of the many beautiful things about being downtown is every lunch hour can be like a picnic.

The past weeks have been, and the weeks ahead will be very busy for us at the BIA. I am certain all of you are in a similar boat as you ready your businesses, your staff, your inventories, and most of all your mindset as we approach theatre season.

We are working, with the assistance of some of our downtown businesses, on an updated Strategic Plan that we can use to guide us through the upcoming years. We are also working on converting from paper Downtown Dollars to an electronic format. There are also plans underway for a BIA 50th anniversary party on August 26 - will be a fun day.

May is also a very busy month as the team plans for Mothers Day support for your efforts and the first Car Free Friday event for the year coming up June 2. I challenge you, to challenge your staff and your neighboring businesses to find

alternative modes of transportation. Walk, ride your bike (manual or electric), ride an electric scooter, ride a hoverboard or take a segway and stop by the BIA booth and grab a FREE coffee on your way to work.. You will be doing your part to help the environment for all.

We are looking for members that would like to write one off blogs without any ongoing commitment. You may ask what I could write about? That is the easy part as you are an expert in what you do, so write about what you know - not a promo spot for your business but share your knowledge and that will get your business name mentioned in the public eye. Who should write one: Retailers, restaurants, schools, lawyers and all professionals. Tips, tricks, etc all make great reading.

Your BIA is here for you and is always interested in your feedback. If you see me rollin along downtown on the silver ghost scooter please catch my attention, I would love to hear from you!

jpritchard@downtownstratford.ca

See you Downtown!

NEW BUSINESS

BUTCHER AND BAKER - New Owner!



Welcome to the new owner of the Butcher and Baker, Andy Vivian. While the same familiar faces are behind the counter and the same great product knowledge and friendly service is on offer, the space itself has had a refresh, feels bright and airy, and is ready to conquer BBQ season!

Toby Friis is the manager (pictured above) and the change that he is most excited about is that B&B is now focusing on the complete shopping experience. This means customers can get everything they need for a meal under one roof, even including fresh flowers for the dining table! Fresh produce and herbs, spices and seasonings from Troyer's in St Mary's, and an expanded frozen section that includes appetizers and side dish items, and even ice cream to complete a meal. For example, a hankering for Steak Frites can be met at Butcher and Baker!

The Bakery in the back area has now been turned into a full-scale production kitchen. In-house made specialties include chili, meat pies, mushroom pies and even seafood pies. Keep your eye out for Shephard's Pie and homemade Frozen Pizzas soon to be available! The Lunch Counter is also back open and offers fresh custom made deli sandwiches, 7 days a week, and on the horizon too are sausage-on-a-bun, hotdogs, and other warm lunch options. Perfect grab and goes for Al Fresco dining!

Seafood offerings have been expanded beyond Atlantic salmon, to include cod, haddock, shrimp, oysters, mussels and fresh lake fish on Fridays in time for the weekend.

Local producers and suppliers remain an important focus for Butcher and Baker. This includes the Mennonite Summer Sausage (AF Weber Family), local jams (mossberry) honeys (Andriessen apiaries) and syrups (Nithwood reserve and Urquhart Farms), sauerkraut (St Jacobs), cheese (Monforte and Springbank) and many more. Turkey products continue to come from Hayter's Farm.

Living in Stratford, we are blessed for the quantity and quality of Pork in the area, and B&B proudly sources theirs from Perth Pork Products. Long time supplier, the De Martines family raise herds of Heritage Breed pork, such as Berkshire, Tamworth, and Mangalitsa, as well as wild boar. Beef is now sourced direct from Norpac Beef out of Norwich; AAA steaks, roasts and other cuts, are all hand cut by staff in the shop.

Toby's role as manager encompasses many different duties, but he would say the most important one is the sourcing of the products.

"There are so many gifted farmers, artisans and entrepreneurs in the area, that it seems a waste to not highlight the local talent. The culture and locals of this city are what make it great and showcasing their products in the shop wherever possible is a key aspect to our re-opening."

Toby and his team are also very focused on providing expert product knowledge and customer care. "Most of us working here come from a culinary background and that certainly gives us an advantage when it comes to guiding a customer's purchase, or giving them cooking tips and instructions. The bottom line is, we want you to ENJOY what you purchased from us - and that means we need to be able to help you in whatever areas that may be - seasoning suggestions, cooking times and temperatures, pairings, tips and tricks... you name it!"

Spring is here and BBQ season is fast approaching, so stay tuned for the Butcher and Baker's array of Hamburgers, Smoked Sausages, Steaks and Chops!

BUTCHER AND BAKER | 26 Wellington St
(519) 273-1850 | thebutcherandbaker.ca

MOSAIC OUTFITTERS



Welcome Shireen and Aaron Beals to Downtown Stratford! With the amount they have going on, you'd think they had been here already a couple years! Feverishly knitting, crocheting, making hats and tshirts... interior designing their cosy retail space.... launching the brand new "Festival Square Market" of 18 artisan vendors every second Saturday... AND commuting daily from Toronto! This dynamite duo are new to Stratford and love it already like us locals do!

When the pandemic hit, Shireen and Aaron like so many were forced to do their office jobs from home. During this period in their free time, Aaron taught his wife how to knit and crochet, a skill that his mother taught him when he was young. Shireen loved it and has never looked back! In fact, it didn't take her long to knit so many hats her husband quickly put together a website to sell them online. They sold out! Sobey's even contacted them for a batch of these homemade goods! Next they got into vendor markets that took them for weekends in every direction from Toronto. But after a while of selling their wares under a tent - which now included ball caps with 3D vinyl logos - they got tired of the long journeys and leaving their two boys behind. So, they decided it was time for a bricks and mortar. Every weekend for months, they left home for day trips to towns they thought might be a good fit. And when they visited Stratford - the very first time for both of them - in September 2022, they fell in love! Our mainstreets were buzzing with people, in and out of shops and restaurants. They visited the next few weekends and everytime it was the same awesome vibe. So the hunt began for an official space for Mosaic Outfitters and voilà, here they are!

All products are made at the shop - excluding of course the knit and crochet wear that is done on the commute! Mosaic Outfitters has done some co-branding projects, too - with the Ottawa Capitals Lacrosse team and right now is working on a special item with Stratford Pride. A new product has recently been introduced - a wide brimmed crocheted sun hat called the Susan Elizabeth, after Aaron's later mother who was their loyal super fan.

Having met so many amazing artisans along their journey, they have a room at their shop dedicated to the products of their favourites. So you can drop by to this Canadian lifestyle brand MO (the name of their cat by the way!), AND you can check out other locally made items, too! Watch as well soon for the "Stratford" collection that will include tote bags!

MOSAIC OUTFITTERS | 10 DOWNIE ST
mosaicoutfitters.ca | [@mosaicoutfitters](https://www.instagram.com/mosaicoutfitters)

WINNER OF WEBSITE CONTEST



We are pleased to announce that Janita Fowler is the winner of \$1000 in Downtown Dollars for our "Explore our Website" contest! Congratulations to Janita!

With her winnings, Janita plans to buy her pet ferret, Juliette, who is strictly a carnivore, some raw food from Pure Pets. She'll also be generously donating some dollars to Alley Cat Cat Cafe, Feline Friends and Stratford Wildlife Animal Services to assist them in all the great work they do!

Juliette (pictured above) has been trained by Janita to be a therapy pet and she is taken to elementary schools and senior housing for some super fun visits. We welcomed her at our office to pick up Janita's winnings!

DOWNTOWN CLEAN SWEEP WINNER



Congratulations to Ulises, owner of The Relic Bar on Ontario St! Ulises, his wife Andrea, his two children and a friend, are quite the Clean Team, producing the best "Before and After" clean up photo! Thank you Team Relic for making our downtown look beautiful in time for summer and in honour of Earth Day!



CAR-FREE FRIDAY IS BACK!



We are looking at some fun ways to make this monthly event better than ever this year! Please watch your emails for an update soon.

SAVE THE DATE

Friday, June 2nd

8am-10am

Market Square

(by the bike repair station)

DOG FRIENDLY DOWNTOWN CAMPAIGN



We have received overwhelming support for a Dog Friendly Downtown by the member businesses who responded to our survey! We have finalized wording with the Huron Perth Public Health and now are working on our promotional campaign. When we have everything finalized (note - above is a draft design) we'll let you know. Watch out for an email with all the details soon!

SOCIAL MEDIA - GET IN TOUCH!

If you haven't already we'd love for you to join our BIA MEMBERS ONLY Facebook Group. A great discussion and sharing forum for all things business & downtown!

[JOIN NOW!](#)

Reach out to us through our Downtown Stratford BIA Social Media platforms and remember to tag us so we can share in our stories!

Facebook: [@downtownstratfordbia](#)

Instagram: [@downtownstratford](#)

Twitter: [@dtStratfordBIA](#)

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