

MORRISTOWN Summer in MORRISTOWN

ADVERTISING FEATURE | OFFICIAL PUBLICATION OF THE MORRISTOWN PARTNERSHIP

Morristown Farmers Market opening June 20 17 new vendors joining this year

By Karen Roettger | Special to The Star-Ledger

Summer is here! With that comes the Morristown Farmers Market, one of the Garden State's highest regarded markets, which will kick off June 20. Come stock up on New Jersey farms and specialty vendors very best local-grown or raised products, all Jersey Fresh.

Produced by the Morristown Partnership and located in the Morristown Parking Authority lot at Spring and Morris streets (behind the Morristown Post Office), the Farmers Market will open at 8:30 a.m. and run for 23 weeks through Sunday, Nov. 21. New this year, the Farmers Market will close an hour earlier at 1 p.m. Organizers, still mindful of COVID 19, will continue to offer high-risk individuals, as defined by the

CDC, early entry from 8 to 8:30 a.m.

Sponsors of the event this year include BASF, Lakeland Bank, The Pediatric Orthopedic Center and Morristown Airport.

"We're thrilled to support the Morristown Farmers Market this year. We've worked closely with the Morristown Partnership over the years to connect our customers to their amazing events, dining options and all that Morristown has to offer and we look forward to our participation with this event," said Corey Hanlon, manager, communications and government relations for Morristown Airport.

"As we start to see traffic increase at Morristown Airport and the aviation industry as a whole, it's wonderful to have these events to enhance the overall customer experience for those who fly with us," Hanlon added.

Returning favorite vendors include Alstede Farms, Bakers Bounty, Griggstown Quail Farm, Pickle-licious, Jersey Girl Cheese and Union Hills Farms, to name just a few. This year also brings 17 new vendors to the Farmers Market, including some rotational participants, to literally spice things up. New vendors include Chumami Chili Oil, Oldwick Soup Co., Jana's Jammy, Roaming Acres, 3 new flower vendors (Florasylya, Spadaflor and Fairview Farm & Flowers) and two distilleries, Sourland Spirits and Milk Street Distillery.

As a first-time sponsor, The Pediatric Orthopedic Center, is pleased to be part of the growth of the market in 2021.

"Our physician group has been a proud member of the Morristown community for over 30 years. We very much enjoy being part of this vibrant community. As health care providers we are delighted to promote an event that creates a forum to provide healthy food to our neighbors and which supports our community. We appreciate this opportunity to be a sponsor of the Farmers Market," said Dr. Mark Rieger, founding partner and senior physician at The Pediatric Orthopedic Center.

Weather permitting, the Morristown Partnership will once again feature live music and children's activities for guests of the Farmers Market.

"We look forward to welcoming everyone, from near and far, to Morristown on Sundays to stroll, shop and enjoy the beauty of not only the Farmers Market, but the resurgence of our glorious downtown after a very long and trying year," said Cassidy Champi, program coordinator at the Morristown Partnership.



Photos courtesy of Morristown Partnership

For more information on the 2021 Morristown Farmers Market, visit morristownfarmersmarket.com or call 973-455-1133

You can also follow us on social media: Facebook @MorristownPartnership and @MorristownFarmersMarket and Instagram @downtownmorristown

The Grand Café — a first-class dining experience — celebrates 40 years in Morristown

By Karen Roettger | Special to The Star-Ledger

In 1981, Desmond and Alice Lloyd opened The Grand Café on Washington Street intent on providing fine food with outstanding service — and the stage was set for a first-class dining experience in Morristown that endures 40 years later.

This elegant venue, offering French and American specialties ranging from delicious salads and appetizers to mouth-watering entrees and decadent desserts, rounds itself out with an impressive and vast wine list. In addition to lunch and dinner service, The Grand Café offers private rooms for all your special events including weddings, anniversaries, bridal and baby showers, birthday parties, as well as repast luncheons. Desmond and Alice Lloyd are still hands-on, backed by a staff of 32 (a number of whom have been with them for 25-plus years) to make sure guests feel right at home.

The success of the restaurant is no accident, but instead,



Desmond and Alice Lloyd, owners of The Grand Café. Photo courtesy of The Grand Café

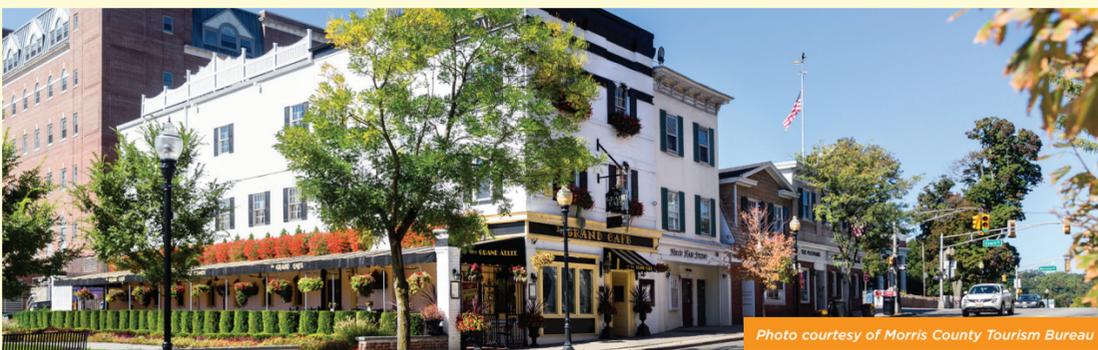


Photo courtesy of Morris County Tourism Bureau

the well-earned culmination of years of hard work. Desmond started in the hotel and restaurant business at the age of 14 in his native Dublin, Ireland along with his four brothers, all following their father William Lloyd, himself a chef, into the industry. By the age of 18, Desmond was setting sail on prestigious passenger liners including Pacific, Orient and the Cunard Line, Queen Elizabeth I, traveling all over the world while honing his skills as waiter, wine waiter and captain in the most distinguished of settings.

In 1963, Desmond and Alice immigrated to the United States where they made their home in New Jersey. Working for various restaurants within the Rod Keller family, first as a waiter, and ultimately reaching the position of general manager at Rod's Steak & Grill, Desmond remains eternally grateful for his 18 years working with the Keller family.

Once opened, it took a mere six months for The Grand Café to receive three stars in The New York Times. Recognition from The New York Times, as well as excellent ratings by the Zagat Guide, has been frequent throughout the years.

Not slowing down in the slightest, for the past six years, The Academy of Hospitality and Science has awarded The Grand Café the five-star Diamond Award.

The Grand Café is a local favorite to generations of Morristown residents and draws visitors from throughout the state. Notables have included three New Jersey governors — Gov. Chris Christie, Gov. Phil Murphy and Gov. Tom Kean have dined with the Lloyds, not to be outdone by the likes of broadcaster Bill O'Reilly, golfer Bobby Thompson and the star of box office smash hit, "Rocky," and utterer of the world famous, "Yo Adrian" himself, Sylvester Stallone.

The Lloyds have been blessed with four children — Allison, William, Desmond Jr. and Michael, who works at The Grand Café, as well as seven grandchildren. On July 1, this gem of a restaurant officially marks its 40th anniversary in Morristown. Open Tuesdays through Saturdays, patrons can reserve indoors or, weather permitting, on the beautiful outdoor patio, by calling (973) 540-9444. For more information, visit www.thegrandcafe.com.

MORRISTOWN FARMERS MARKET

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