

Local Shoppers Needed for Vineland Market Study

A team from the Rutgers New Jersey Agricultural Experiment Station (NJAES) Food Innovation Center is working this summer with the City of Vineland to determine how a downtown public market might advance the city's Main Street redevelopment initiatives. They want to talk with people willing to discuss shopping habits and interests in specialty and fresh food purchasing opportunities.

Participants will receive \$50 for participating in one group meeting that will last two and one-half hours. There will be two early-evening sessions offered: one on August 22 and another on August 29. Participation is limited to people who:

- reside in the Vineland metro

area

- shop for themselves and their families at least one time per month
- recently bought foods at a Farmers Market, ethnic restaurant or specialty food store, such as an ethnic market, health food store, etc

Call Diane Carbonetta at 856-459-1125 for information about participating.

The Food Innovation Center is an economic development program and business incubator of the NJAES. It is part of Rutgers, The State University of New Jersey, and offers technical and business assistance to food enterprises, farmers, retailers, distributors, cooperatives, public service groups, rural enterprises, and rural development

associations. Its capabilities and unique status as a food business incubator have been recognized by the National Business Incubation

Association which cited it as the "2007 Incubator of the Year," in its Services and Manufacturing Award Category.

International Festival Set for Sept. 1

An International Festival is currently being planned, to take place on Saturday, September 1.

The event, sponsored by the Vineland Downtown Improvement District (VDID)/Main Street, will run from 3 to 8 p.m. on the 500 block of Landis Avenue.

Plans for the festival include a variety of international performing groups, international food, and a homemade wine-tasting contest.

"We don't want people to think that they have to go out of town to find something to do over the Labor Day weekend," said VDID/Main Street Promotions Committee Chairperson Donata Dalesandro. "We're going to give people something wonderful to do right here in downtown Vineland."

"These are the kinds of events that build excitement for the big things that will be happening to our downtown soon," said Todd Noon, VDID/Main Street Executive Director.

For more information, call the VDID/Main Street office at (856) 794-8653.

The Sweet Life Bakery: Committed to Quality/Service

Located on South Sixth Street is Vineland's newest bakery, yet one that has a touch of the old-fashioned about it.

Situated between Landis Avenue and Elmer Street, The Sweet Life Bakery will combine elements of a small-town, neighborhood bakery with contemporary tastes—offering coffee and espresso drinks, fresh baked breakfast pastries, cookies, and special occasion cakes, along with homemade jams and jellies, freshly-baked granola, local fresh fruits, and more.

According to Jill McClennen and Stephen Wilson, husband-and-wife co-owners and pastry chefs, the uniqueness of their bakery is its commitment to quality and service. By making everything from scratch, using quality ingredients such as real butter and pure vanilla extract, and

by gathering fruits at the peak of ripeness from local farmers, they want to amaze their customers with how wonderful everything will taste.

Seating will be at one communal table inside and, weather permitting, three bistro tables outside.

The intertwining stories of McClennen and Wilson took them across the country as they pursued their educations and careers in the culinary arts. McClennen has returned home to southern New Jersey after more than eight years of cooking, baking, and eating around the world. A graduate with honors of Johnson & Wales University with a degree in Culinary Arts, she later attended the Culinary Institute of America in Hyde Park, NY, where she met her future husband. She stayed and accepted a fellowship position

at the school before eventually moving with Wilson to San Francisco to see the culinary experiences there.

Wilson grew up in Gainesville, FL, where he first gained experience in the culinary arts. He worked full time at a local restaurant, got an internship at a local artisan bakery, and then took a job with Cakes by Jenny Wagner and Company. He left after a year for the Culinary Institute of America in Hyde Park, NY, where he received many awards and was very active in after-school culinary activities. A highlight of this period was being chosen by Food & Wine Magazine as one of the "Top 10 Student Chefs of 2003." After completing his externship in San Francisco, he and McClennen moved there.

While in California, both furthered their careers,

savoring the simplicity and freshness of California cuisine. McClennen worked as a pastry chef and then in management at Hawthorne Lane, a founding restaurant of California. Wilson worked at the Ritz-Carlton, increasing his experience with cuisine.

After two and a half years, they decided to open their own business, but only after traveling throughout Europe for almost six months—tasting, cooking, and gathering ideas.

McClennen and Wilson bring this combined experience to downtown Vineland at The Sweet Life Bakery.

Wilson is enthusiastic about the culinary potential here. "Downtown Vineland is on its way to becoming a dining destination, and The Sweet Life Bakery will be a tasty addition to Landis Avenue."

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