



SERVING THE MIDDLETOWN TOWNSHIP COMMUNITY SINCE 1922.



THE WAYSIDE DISPATCH

Stories, recipes, local happenings, and good food.

VOLUME 1 • ISSUE NO. 1



Sept 12 | DELCO HAS YOUR SIX: At Rose Tree Park
Live police demonstrations, K-9 Unit, food, music, games, and prizes! Free Admission
10am-4pm

Sept 12 & 13 | LINVILLA ARTS & CRAFTS FEST: A two-day outdoor fall festival featuring live music, handmade goods, seasonal treats, and unique craft exhibitors showcasing fall yard art, woodcrafts, and jewelry,
9am

Sept 17 | FOOD TRUCK FESTIVAL
Middletown Parks & Rec. Food, music, games, and family fun!
Thursday, Sept 17th. Longview Park: 742 W Rose Tree Rd.
4-8pm

Sept 19 | FALL FESTIVAL - NGM
Newlin Grist Mill: Historic skills and trades demonstrations, hands-on kids' activities, archaeological displays, and local food vendors.
10 AM

Sept 26 | FALL MINI SESSION FUNDRAISER @ MFL Library
10 minute Professional Fall Photo Session for a donation to the MFL (suggested \$60) 10am-1pm
See Library Website for details + registration REQUIRED

Oct 8 | MFL CRAFT BEER FEST
Food. Drinks. Music. Supporting the library. Always a good time
6-9pm
See Library Website for details



PHOTO: LOU MARCOZZI
EATING YO, MOSE! ICE CREAM



FROM THE BOSS

As summer winds down and everyone gets ready for back to school, we're looking forward to settling into fall at Wayside. We missed you in August! Many of our neighbors were away, and we're grateful to have everyone back in the community.

Don't forget that we have **ready-made meals-to-go** in our grab-and-go case that we restock daily. My wife and I often grab these for our own family on a busy school night

This summer, we also launched **Yo, Mose! Canned Ice Cream**, a longtime dream made possible by our family, staff, and customers.

We're still working out the kinks, but we're excited to keep creating new flavors with simple ingredients and plenty of personality. We're even messing around with some high-protein/low-sugar options coming up!

We have new specials, flavors, and events planned for fall. Thanks, as always, for supporting our family and Wayside.

-Lou (Mose)



VISIT US

469 S Old Middletown Rd.
Media, PA 19063

610-566-9989

waysidemarket.com



[facebook.com/Wayside Market Media](https://facebook.com/WaysideMarketMedia)



Instagram.com/wayside.market



tiktok.com/@wayside.market8



SCAN TO VISIT
OUR WEBSITE!



HOURS

Mon. & Tues.
10am-7pm

Wed-Friday
10am-8pm

Saturday
8am-8pm.

Closed Sundays

What's Good? AROUND THE MARKET

BOX LUNCHES

Individually packed lunches for offices, meetings & groups. Delivery available.

MEALS TO GO

Fresh prepared meals and sides—ready to grab and take home.

NEW SPECIALS

Seasonal sandwiches, paninis, sliders and chef specials are always rotating.

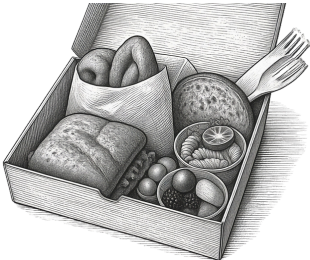
CATERING

From office lunches to family celebrations—we cater gatherings big and small.

YO, MOSE!

Our own canned ice cream, made right here at Wayside.

*Haven't been in lately?
Come see what we've
been up to!*



YO, MOSE!

CANNED ICE CREAM MADE RIGHT HERE AT WAYSIDE



Yes, we're making ice cream now.
If you haven't been in lately, there's something new in our freezer. This summer, we started making our own ice cream right here at Wayside Market.

Meet Yo, Mose! Canned Ice Cream.
Having an ice cream stand down the beach has been Lou's dream since any of his 10 kids can remember. He wanted to make really good, old-fashioned ice cream using simple, recognizable ingredients, without a long list of unnecessary additives. While the stand down the beach might have to wait, this summer his kids and staff have brought it to life in Media. An ice cream machine in the kitchen, stacks of cans, a lot of experimenting—and the whole Wayside crew pitching in to figure out how to make it work.

The name? “Mose” is Lou. It's a longtime nickname that tips the hat to his dad (the original “Mose”). More on the story to come

Every batch is **made in-house**, packed by hand, and canned with a full-open lid so you can grab one from the freezer to eat-in, take home, or add to your takeout order. We're keeping some of the classics around, but the **fun is in the rotating flavors**. The classic vanilla and chocolate, especially the chocolate, are delicious, simple, and rich. We've been experimenting with Linvilla's summer fruit, twists on cookies-and-cream, peanut butter, and muddy buddies! We barely can keep up with the flavor ideas Lou dreams up. **We're still learning as we go.** Some batches have been home runs. Others have sent us straight back to the drawing board. But each week, we're getting a little better—and the response from all of you has made it worthwhile. Thank you to the community for a huge response!

Where are you going with this? Well, hopefully outside the doors of Wayside! We are working on developing an easy system to bring these cans of ice cream to your next party, shower, work event, and birthday, with the ability to rent a cart with it and customize the logo on the front! Who knows, maybe someday you will see Lou down the Jersey Shore handing out ice creams!

So if you see a freezer full of cans the next time you walk into Wayside, no, we haven't started selling beer. It's ice cream. And we made it ourselves. Current flavors change regularly. *Check our website and social pages or call/ stop in to see what's in the freezer this week.*



Made-Fresh, Packed, and Ready To Go

Feeding the office, a meeting, school group, or event? Wayside Box Lunches make feeding a crowd easy. Choose from a variety of fresh, gourmet

sandwiches individually packed and labeled with chips, our signature chocolate chip cookie, pickle and utensils. With lunch options starting at just \$12.50 per person, there's something for every group and budget. Plus, our easy online ordering makes planning lunch one less thing to worry about. (Need something else? We can make custom boxes to fit your needs
See all the options and easy online order at waysidemarket.com, or call 610-566-9989 for more information

THE WAYSIDE KIDS' CORNER

HELP LOU GET TO THE ICE CREAM!

Lou is ready for a sweet treat! Help him find his way through the maze to Yo, Mose! Canned Ice Cream.

START HERE!

WAYSIDE MARKET

BRING YOUR FINISHED MAZE INTO WAYSIDE AND SHOW US AT THE COUNTER! ★ WE'D LOVE TO SEE YOUR WORK!

BONUS CHALLENGE:

Can you find the 5 hidden pineapples?

YUM!

YO, MOSE! CANNED ICE CREAM

Who are ... The Marcozzis?

Meet the family behind Wayside Market
(Quite literally! Their house is attached)

If you've been coming to Wayside for years, chances are you've met at least one Marcozzi. What you may not realize is just how many of us there are.
When **Lou and Donna Marcozzi bought Wayside Market in 2003**, they already had six children — with four more still to come. **Yes. Ten kids.**

Lou studied restaurant management at *Johnson & Wales* after spending his high school years working at his father's best friend's pizza place: Garrett Hill Pizza. Donna brought her own food background to the equation, having studied at the *Culinary Institute of America* and worked in catering.
They wanted to build something of their own and a life that kept them **close to their family**. When they found a little neighborhood market in Middletown with a house attached to the back, it seemed like it just might work.

Over the next 23 years, the kids grew up alongside the business. They did homework in the booths, answered phones, washed dishes, made sandwiches, delivered catering orders, worked the register and — whether they particularly wanted to or not — **learned what it takes to run a family business**.
Today, the family has gotten bigger. There are spouses, grandchildren and another generation growing up knowing Wayside as simply part of life. Some family members work here every day. Some have moved on to careers and families of their own. But sooner or later, everyone seems to get pulled back in for a catering job, a busy holiday, a new project or one of Lou's latest ideas.

Wayside, for better and for worse, has been **a family undertaking** — built through long days, disagreements, a whole lot of good food, and more than two decades of figuring things out together. So, if you've ever wondered “Who are all these people?” when you walk through the door...
Now you know.

We're the Marcozzis. And from our family to yours, thank you for keeping this little neighborhood market going for 23 years.

FROM DONNA'S KITCHEN Back-to-School Baked Ravioli

Think lasagna on a school night—without actually making lasagna. It's easy, comforting, and always a hit with the whole family.
In a pinch? Don't forget we have ready-fresh meals in our grab & go case daily*

SERVES 6

INGREDIENTS

- 1 package (20–25 oz) refrigerated cheese ravioli
- 1 jar (24 oz) marinara sauce
- 1 lb Italian sausage, cooked and crumbled
- 2 cups shredded mozzarella
- ½ cup grated Parmesan
- 1 tsp Italian seasoning
- Fresh basil, optional

DIRECTIONS

- Heat oven to 375°F.
- Spread a thin layer of marinara in the bottom of a 9×13 baking dish. Add half the ravioli, half the sausage, more sauce and half the mozzarella. Repeat the layers.
- Top with Parmesan and Italian seasoning. Cover with foil and bake for 25 minutes.
- Uncover and bake another 10–15 minutes, until bubbly and lightly browned.
- Let it sit for about 5 minutes before serving.

Donna's Shortcut: Make it in the morning, cover it and stick it in the refrigerator. When everybody gets home, all you have to do is put it in the oven.