SERVING THE MIDDLETOWN TOWNSHIP COMMUNITY SINCE 1922.

THE WAYSIDE DISPATCH

Volume III

Stories, recipes, local happenings, and good food.

UPCOMING EVENTS

Nov. 8 | SALUTE THE TROOPS
Delco Cruiser's present Salute the Troops show. $20 donation to Organizations that support the troops. Rose Tree Park. 10am | 2:30 p.m.

Nov. 8 | SWARTHMORE MAKERS MARKETt
Features an array of unique creations from local crafters, artists, and independent makers. Downtown Swarthmore | 10am–3p.m.

NOV. 11 | VETERAN'S PARADE
This massive community tradition features local veterans, marching bands, and military displays. State Street in Media. | 11:11 AM

NOV. 15 | GREEN SUNDAY HOLIDAY CRAFT FAIR
sustainable, eco-friendly shopping experience featuring local vendors. Media Providence Friends School Gym, 4th & Broomall St, Media, PA| 1-5PM

NOV. 20 & 21 | MFL HOLIDAY WREATH DECOR FUNDRAISER
Create your own unique and festive holiday decoration. We will provide ideas along with the materials you need. *Middletown Free Library* 2pm, 6 p.m., and 10am Sat Register on MFL website

NOV. 29 | SANTA PARADE
The big man in the red suit leads the way for this annual tradition, officially announcing the arrival of the holiday season.| 5PM

From The Boss

November means turkey roasting, stuffing baking, and a kitchen that's about to get very busy.

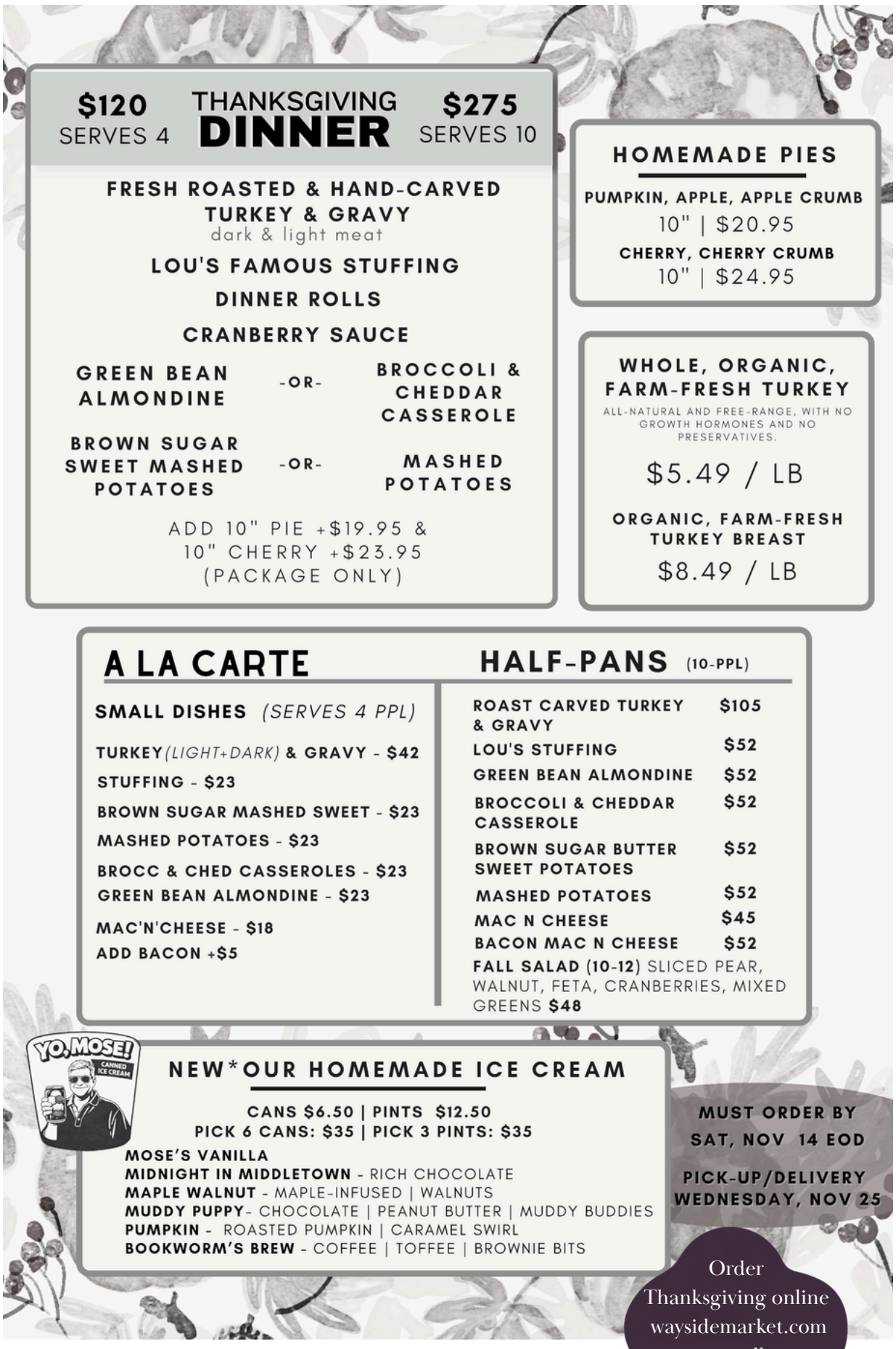
Our Thanksgiving menu takes center stage this month, and this tradition means a lot to our family. Whether we're making your whole dinner or just a few sides, thank you for trusting us with a place at your holiday table.

And if you can't wait until Thanksgiving, try our STUFFER—fresh-roasted turkey, my family recipe stuffing, gravy, and cranberry sauce piled onto an Italian roll. Come hungry!

You'll find the story of our first Thanksgiving dinners inside this issue. Six years later, we're still grateful for the neighbors who helped us through that year—and everyone who keeps coming through our doors today.

Happy Thanksgiving from our family to yours!

–Lou (Mose)



From Our Family to Yours



...From Donna & Lou, their 10 kids, 4 Grandkids, Lou's mom - Pat, (delivery driver) 2 spouses, 3 fiancées, and several long-time family friends who work the back end. We appreciate you supporting us for the last 23 years, shopping small. We know you have a lot of options. Thank you!

VISIT US

469 S Old Middletown Rd.
Media, PA 19063
near Linvilla Orchards & Middletown Free Library
610-566-9989

waysidemarket.com

facebook.com/Wayside Market Media

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

DONNA'S KITCHEN

One-Pot Cheesy Beef & Shells



Busy nights call for fewer dishes! This simple, hearty dinner comes together in about 30 minutes.

SERVES 4–6

INGREDIENTS

- 1 lb. ground beef
- 1 small onion, diced
- 1 tsp. garlic powder
- 1 tsp. Italian seasoning
- 1 jar (24 oz.) marinara sauce
- 3 cups low-sodium beef broth
- 12 oz. medium pasta shells
- 1 cup shredded cheddar
- Salt and pepper, to taste

DIRECTIONS

1. **Brown:** In a large pot, cook beef and onion over medium-high heat until beef is browned and onion is softened. Drain excess grease.
2. **Simmer:** Stir in seasonings, marinara, and broth. Bring to a boil, then add pasta. Reduce heat, cover, and simmer for 12–15 minutes, stirring frequently, until pasta is tender. Add a splash of water if needed.
3. **Finish:** Turn off heat and stir in cheese. Taste and season with salt and pepper. Serve with a bagged salad or steamed vegetables.

Easy extra: Stir in a handful of baby spinach during the last two minutes of cooking.

Let us handle another busy night!
Stop in for our freshly prepared grab-and-go meals.

YO, MOSE!

CANNED ICE CREAM



No Preservatives.
No Fillers.
No Gums.
Made In- House.
Canned In-House.
Cream. Milk.
Sugar.
The Good Stuff.

Mose's Vanilla Bean
Classic, creamy vanilla bean

Midnight in Middletown
Rich, decadent chocolate

Maple Walnut
Maple-Infused | Walnuts

The Old Italian
Amaretto ice cream | sweet cherries | rich chocolate chunks.

Muddy Puppy
Chocolate | Peanut Butter | Muddy Buddies

The Pumpkin Patch
Fall-spiced pumpkin ice cream | rich caramel.

Bookworm's Brew
Coffee | Toffee | Brownie bits



NEW* RENTABLE ICE CREAM CART

The Thanksgiving That Kept Us Going

Small gatherings, a big response, and a tradition we're thankful for.

In 2020, Thanksgiving looked a little different.... Big family gatherings became small dinners, and many people were figuring out how to celebrate without their usual crowd.

By Thanksgiving of 2020, **like so many small businesses,** we were trying to find ways to keep working, support our staff, and keep the doors open.

Our team put together a menu for Thanksgiving dinners for two and four people, sized for the small gatherings people were having that year: Turkey, stuffing, and the familiar comforts of a holiday dinner on a small scale.



Lou making turkey for 300

Once released, the response meant more to us than our customers probably realized. That Thanksgiving, **we fed over 300 people**, bringing orders out to cars for curbside pickup. Those dinners gave our business a much-needed boost during a year when we desperately needed one. They helped keep Wayside going.
Then, just days after Thanksgiving, on December 2, we shared the news that COVID had reached us and Wayside closed for two weeks so we could quarantine and protect our staff.

After all the preparation and the relief of a successful Thanksgiving, it was difficult to close. But the support we had just received mattered enormously. **Our neighbors had shown up for us during an uncertain time**, and that gave us something to be thankful for.



Donna and our then-pastry chef, Paul Meier. Paul was a family friend and the father-in-Law of Pete Frigiola, Middletown Chiropractor

And that support didn't end in 2020!
Thanksgiving has become one of our most important days of the year. In some years, those orders have helped us close the gap after quieter months and finish the year breaking even. For a family business like ours, *that matters more than you might realize.* When you order Thanksgiving dinner from Wayside, you're helping keep your neighborhood market going long after the holiday.

This year, we're offering dinners for four and ten, small side dishes and half-pans to round out your own family's meal, along with homemade pies and our homemade Yo, Mose! ice cream for dessert. **All of it is homemade, a lot of it by Lou himself.**

Whether you've ordered since that first year or are making Wayside part of your Thanksgiving for the first time, we're grateful to have a place at your table.

Thanksgiving orders are due Sunday, November 15. Pickup and delivery are Wednesday, November 25. See our full menu in this issue.



..... Don't Sleep on the Stuffer.

Wayside Markets THE STUFFER 😍🤤🤍🙂

Well I just have to share to everyone who loves the Thanksgiving leftover sandwich (as we grew up calling it as kids).

If you like the Bobby and settle for the Gobbler (I'm not a fan of either places rolls) my opinion. Ya have to try the stuffer at Wayside Market 🙂🙂🙂. Lou's home made stuffing is UNBELIEVABLE!! I ordered his stuffing the past 2 years for Thanksgiving it's that good. On a nice big Italian roll🤍. Everyone tells me I'm a roll... **See more**

— 🙂 feeling thankful at **Wayside Market**.

Meet our former employee

DALLAS SEARCY

Program Director at City Team



Dallas organizing our walk-in, filled with organic local turkeys in 2013

Dallas worked with us for many years, and we were fortunate to have him on our team. In 2018, he moved on to join CityTeam in Chester, where he is a program director today!

This is an important non-profit near our community and we want to take a moment to highlight it, especially this time of year.
CityTeam Chester helps individuals and families **facing hunger, homelessness, and other difficult circumstances**. Its services include **hot meals, groceries, shelter, and essentials such as diapers and formula**. Residential programs offer **longer-term support,** including help with **recovery, life skills, and preparing for employment.**

Dallas' work there has given us a way to stay connected while supporting those efforts. Sometimes when we have extra food from events, we send it to CityTeam, where it can help feed our neighbors. Dallas also refers qualified program participants who are looking for work to Wayside, allowing us to connect with people ready to take that next step back into the workforce.
We're grateful that we are still able to stay connected with Dallas in this way, and working together still means feeding people—and sometimes helping someone find a new beginning.
This Thanksgiving, as we reflect on the community that has supported Wayside, we also want to recognize people like Dallas and the work happening at CityTeam. We're proud to know him and are encouraging everyone to contribute to those struggling most - very close to home.



To learn more about CityTeam's local programs or ways to help, visit cityteam.org