



SERVING THE MIDDLETOWN TOWNSHIP COMMUNITY SINCE 1922.



THE WAYSIDE DISPATCH

Stories, recipes, local happenings, and

*****ECRWSSDDM****

Postal Customer
Media, PA 19063



OCT. 17 | MAC JAZZ FESTIVAL
Bring a chair or blanket for a free afternoon of jazz on the Media Community Center Lawn. 2–6 p.m.

OCT. 23 | TRUNK OR TREAT
Pennsylvania Institute of Technology, 800 Manchester Ave, Media, PA (Upper Providence Township) | 3PM

OCT. 24 | BARK IN THE PARK
Providence Animal Center brings a dog-friendly 5K, one-mile walk and fall festival to Rose Tree Park. Food trucks, vendors and activities round out the day. 9 a.m.–3 p.m.

OCT. 25 | COMMUNITY ARTS CENTER FALL FEST
Enjoy art vendors, demonstrations, children’s activities and pumpkin painting at 414 Plush Mill Road, Wallingford. Free admission; 11 a.m.–4 p.m.

WEEKENDS THROUGH NOV. 1 | ARASAPHA FARMS HARVEST HAYRIDE
Pick a pumpkin, explore the corn maze and enjoy family activities at 1835 Middletown Road, Glen Mills. Saturdays and Sundays, 10 a.m.–4 p.m. Dates and activities may change. Check with the organizers before visiting.

NOV. 13-14 | MIDDLETOWN THRIFT 4 U
Browse clothing, accessories and small household items at Middletown Church, 273 S. Old Middletown Road, Media. Friday 4–7 p.m.; Saturday 10 a.m.–3 p.m. Cash only.

WHAT'S IN SEASON THIS OCTOBER

FALL FLAVORS

from our region

Produce. Great Food.

APPLES

Late-season varieties like Granny Smith, Braeburn, Crispin, Macoun and Fuji are at their peak.

CRANBERRIES

Fresh cranberries are being harvested across our region now through December.

GRAPES

Native table and wine grapes, like Concord and Niagara, finish up their harvest early this month.

PEARS

Late-season European and Asian pear varieties are in season.

LOCAL INGREDIENTS INSPIRE GREAT SPECIALS.

Fresh from nearby farms and orchards to your table at Wayside.

SQUASH & PUMPKINS

Sugar pumpkins, butternut, acorn and other hard-skin winter squashes are fully mature and ready.

CRUCIFEROUS VEGGIES

Brussels sprouts, kale, cabbage, cauliflower and broccoli rabe grow sweeter after the first frosts.

ROOT VEGETABLES

Carrots, parsnips, turnips, beets and celery root hit their prime flavor as soil temperatures drop.

GREENS & ALLIUMS

Hardy greens like spinach and arugula, alongside scallions, thrive in the crisp fall air.

WAYSIDE MARKET

Good Food. All Season Long.

SUPPORT LOCAL • EAT SEASONALLY • TASTE THE DIFFERENCE

From The Boss

Dear Neighbors, fall is officially here, and I have to say, it’s one of my favorite seasons. Comfort food is our specialty, and it just tastes better this time of year.

This month, we’re trying to take a little inspiration from **what’s growing around us**. As you can see above, there’s a lot of great produce coming out of our local orchards right now and

we’re working some of those fall ingredients into our October specials and grab-and-go meals. One I’m especially looking forward to is our Oktoberfest Sausage Dinner (see the flip side for our full menu!)

I feel like people don’t know about our **grab-and-go**, so I want to highlight it. We have our **own delivery drivers**. We make meals fresh with real ingredients (no added preservatives or pre-frozen junk) and can deliver to the surrounding areas

Someone you know need a high-quality meal to help them through the week? Call and send them one! All our meals are enough to serve 1-2 people for a meal and usually range \$13-\$18. alright... i’m off my breadbox.

Andrew & Cole setting up our new catering cart at the Middletown Food Truck Festival

Last month was also a fun one for us. We debuted our **brand-new catering cart** at the Middletown Township Food Truck Festival. We’re excited to start offering both the catering cart and our Yo, Mose! ice cream cart for rentals. It’s a whole new side of catering for us, and like most things around here, *we’re figuring it out as we go!*

And somehow, Thanksgiving is already right around the corner. Next month we’ll **open our Thanksgiving Dinner orders**, and of course, **the STUFFER** will make its annual appearance at the end of the month. If you know, you know.

For now, enjoy the cooler weather, eat some apples, and stop in to see what we’re cooking. Thanks, as always, for supporting our family and Wayside

–Lou (Mose)

What’s Good?

AROUND THE MARKET

FALL MEALS TO GO

See the menu for our prepared meals and sides—ready to grab and take home or deliver to you. *section 2*

BOX LUNCHES

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

NEW SPECIALS

Seasonal sandwiches are always rotating. *see reverse*

CATERING

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

YO, MOSE!

See the OCTOBER flavors for our own canned ice cream, made right here at Wayside. *see reverse*

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

VISIT US

469 S Old Middletown Rd.
Media, PA 19063

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

MEET THE TEAM

LAYLA DAVIS

our most-seasoned cashier

How long have you been at Wayside? *I’ve been at Wayside for 5 years as cashier, and I’m also in charge of ordering some goods for the store and making sure things go smoothly.*

What’s your go-to Wayside order? *Definitely a buffalo chicken quesadilla!*

What’s your favorite part about working here? *My favorite part of working at Wayside is seeing my regulars and interacting with the community.*

What’s something customers would be surprised to learn about you? *Customers would be surprised to learn that I have 5 siblings and 8 pets. I’m a crazy cat lady through and through*

If you were in charge of the specials board for a day, what would you put on it? *I would put a pulled pork taco on the specials board and bring back the “Buffalo Mac Attack” special.*

Finish this sentence: “You know you’ve worked at Wayside too long when...” *when customers start asking about where the fountain soda machine is*

On The Board in October

Ready Made Meals (Serves 1-2)

We know it's easy to grab the premade meals in the frozen section... But the ingredient lists are filled with chemicals and preservatives. We want to offer an option that is made with fresh ingredients, no preservatives, and words you understand.
Made fresh as needed | Pre-Order Available | Delivery available

1. Oktoberfest Sausage Dinner | \$15.95
Bratwurst with Sauerkraut, Apples&Onion, Egg Noodles

2. Rosemary Roasted Chicken & Harvest Vegetables | \$15.95
Roasted Chicken with Sweet Potato/Brussels Sprouts with Butter and Balsamic Glaze

3. Roast Pork with Apples | \$15.95
Roasted Pork with Pierogies and Caramelized Onions, Brussels Sprouts, and Apple Sauce

4. Shrimp Scampi over Linguine | \$15.95
If you've never had Lou's Shrimp Scampi, you've gotta try it!

Call for more weekly options 610-566-9989

NEW* Homemade Soups

1. French Onion Soup - with homemade rustic bread croutons

2. Chicken and Dumpling Soup - yes, real homemade dumplings

3. Loaded Potato Soup - need we say more?

We chopped and simmered... You, enjoy!

Sammies & Specials

1. The Autumn Turkey- roasted turkey, bacon, sharp cheddar, crisp apples, and cranberry mayo on grilled sourdough

2. Apple Butter Baby - grilled chicken, cheddar, caramelized onions & apple butter: toasted panini

Mondays & Thursdays
GAME DAY SPECIAL

10 Wings | Fries | 20oz Soda

Don't sleep on our chicken wings/drums. We cooks these fresh in house and fry them up to order. REAL CHICKEN.

\$24-\$19.95

Our Story Part II: *When the Neighborhood Changed*

Last month, we told you how Lou and Donna Marcozzi bought Wayside Market in 2003—a 100-year-old little corner store with dusty grocery shelves, a small deli, and a house attached to the back.

They got to work.

The deli grew. Pizza ovens went in. Thanks to Donna's experience from the Culinary Institute of America, catering became a bigger part of the business. Seating was added, grocery shelves removed, and the menu expanded. **And for a while, things were going pretty well.**

Then the neighborhood around Wayside **began to change**.

The **recession hit in 2008**. Families started watching what they spent and eating out less. Around the same time, **the Roosevelt school** (then the DCIU) across the street **closed its doors**, taking away a steady stream of teachers, staff, and families who had been part of Wayside's everyday traffic. Shortly after, the **PENNDOT license center moved** to Granite Run.

More restaurants and national chains began opening throughout the area, too. Our little market that had once been one of the convenient places to grab lunch suddenly had a lot more competition. And, if you've visited us, you know...

We're a little hard to find.

We're tucked back on Old Middletown Road, with little passing or foot traffic. You can practically be across the street from us and still not realize we're here!

So Wayside learned to adapt.

Catering became more important. The menu changed. New specials came and went. During COVID, Meals-to-go saved our business. Some ideas worked. Some definitely didn't. And whenever business changed, Lou usually responded the same way—by coming up with another idea; Box lunches, canned ice cream, catering carts, grab-and-go dinners, and plenty of experiments have joined the pizza, hoagies and cheesesteaks that have been here for years.

Wayside today looks very different from the little store Lou and Donna walked into in 2003. But in a lot of ways, the reason we're still here is pretty simple:

When the neighborhood changed, we changed with it... and most importantly, the neighbors kept coming in.

To be continued...

...From Donna & Lou, their 10 kids, 4 Grandkids, Lou's mom - Pat, 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!

From DONNA'S KITCHEN

SIMPLE RECIPES FOR BUSY FAMILIES

GOOD FOOD BRINGS PEOPLE TOGETHER.

Easy Chicken Pot Pie

A warm and comforting dinner that's simple enough for a busy weeknight.

INGREDIENTS

Serves 6

2 tbsp butter

1 small onion, diced

3 tbsp all-purpose flour

2 cups chicken broth

1 cup milk (whole or 2%)

2 cups cooked chicken, shredded or diced

1 (16 oz) bag frozen mixed vegetables

1 tsp salt

1/2 tsp black pepper

1/2 tsp garlic powder

1 tube refrigerated buttermilk biscuits (8 count)

DIRECTIONS

1 Preheat oven to 400°F.

2 In a large skillet, melt butter over medium heat. Add onion and cook for 3–4 minutes, until softened.

3 Stir in flour and cook for 1 minute.

4 Slowly whisk in chicken broth and milk. Continue to stir until thickened, about 3–5 minutes.

5 Add chicken, frozen mixed vegetables, salt, pepper and garlic powder. Stir until combined.

6 Pour the mixture into a greased 9×13-inch baking dish (or deep 9-inch pie dish).

7 Arrange biscuits on top, slightly touching.

8 Bake for 18–22 minutes, or until the biscuits are golden brown and the filling is bubbly.

Comfort food never goes out of season!

DONNA'S TIP:

Rotisserie chicken works great for this recipe and makes it even quicker!

YO, MOSE!

CANNED ICE CREAM

No Preservatives
No Fillers
No Gums
Made In- House
Canned In-Houe
Cream. Milk. Sugar

Mose's Vanilla Bean
Classic, creamy vanilla bean ice cream

Midnight in Middletown
Rich, decadent chocolate

The Franklin Mint
Mint ice cream | stracciatella chocolate

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

Linvilla in Fall
Apple cider-infused ice cream| Linvilla's apple cider doughnuts.

Fluffy Sweater Weather
brown sugar ice cream | marshmallow fluff | peanut butter cookies.

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

Banana Blanket
Roasted banana ice cream | condensed-milk caramel | vanilla wafer cookies.

*Graphics on this document were made by made by CHATGPT