

VARIETY STORE

ISSUE N° 001 "PURVEYORS OF LOCAL GOOD" SUMMER 2024

An emporium of local goods, all grown / baked / fabricated / assembled /
crafted / concocted / sewn / stuffed / pickled within 100* miles of NYC. *mostly

It's a shop about shopping! It's a shop about New York*!
Welcome! We're glad you're here.
*and a little NJ, CT and PA

PLAY BALL! **COMING IN JULY!** **\$12⁰⁰**

BASEBALL SCORING PENCIL
CW PENCILS
JERSEY CITY, NJ

PLASTIC BAT AND BALL **\$10⁰⁰**
WIFFLE BALL
SHELTON, CT

A summertime staple since 1953, Wiffle Ball is still made by a family-owned small biz. Also, a family-owned business: General Pencil Company, pencil makers since 1889

and manufacturer of our exclusive CWPE Baseball Scoring Pencil. It's dark, it's smooth, it's easily erasable, it's not just for filling in tiny scorecard squares! Sold in a box of 6.

WHAT'S GOOD?

COOLING MINERAL HYDRO MIST

ALDER NEW YORK NEW YORK, NY

\$29⁰⁰

A hot day handbag essential, full of essential minerals.

TOM FRUIN CANDLES

JOYA STUDIO BROOKLYN, NY

\$60⁰⁰

Available in "Daylight" and "Nightlight", artful candle versions of sculptor Tom Fruin's iconic Brooklyn water towers.

EGG FETTUCCHINE

BORGATTI'S BRONX, NY

\$5⁰⁰

Straight from the iconic Arthur Ave pasta shop, 10(!) different favors of fettuccine, including tomato, lemon pepper and spinach!

BEACH GEAR

BEACH BLEACH HAIR LIGHTENING SPRAY

GOLDIE'S SOAP, QUEENS, NY **\$36⁰⁰**

SURFER SOAP **\$18⁰⁰**

BARNABY BLACK, SAYVILLE, NY

RAW SILK BEACH THROW **\$150⁰⁰**

UPSTATE, NEW YORK, NY

SUN SOOTHING SALVE **\$52⁰⁰**

ZOCA, QUEENS, NY

Be the envy of Rockaway this summer with these all-natural essentials.

HUDSON VALLEY SEEDS

HUDSON VALLEY SEEDS ACCORD, NY

\$47⁹

Specially chosen for NYC container growing!

FRENCH HAIR PIN

LELET, NEW YORK, NY

Jewelry for your hair! Use it for the perfect 10 second updo **\$268⁰⁰**

WILD BEACH PLUM PRESEVES

JOSEPHINE'S FEAST, BROOKLYN, NY

Fun fact: beach plums are a native plant! **\$20⁰⁰**

LETTERS FROM CAMP KIT

MR. BODDINGTON'S STUDIO, BK, NY

The perfect gift for your favorite camper **\$25⁰⁰**

CALAMANSI SPARKLING LEMONADE

BROOKLYN CANNERY, BROOKLYN, NY

Refreshing, nuanced, and grown-up picnic companion. **\$3⁰⁰**

BROUGHT TO YOU BY:

The Locavore Guide

NYC's digital directory for IRL local shopping.

THELOCAVORE.COM @LOCAVORENYC 434 6TH AVENUE, NEW YORK, NY 10011

PRE-POO SCALP TREATMENT



RUE DIX BROOKLYN, NY

\$26⁰⁰

Between the sweat, hair products and sunscreen – your scalp needs a little love this summer!

FLORIDA WATER ROOM SPRAY



MURRAY & LANMAN WESTWOOD, NJ

\$10⁰⁰

That's right! An aerosol version of the iconic Florida Water: for freshening air, clearing energy and spiritual practices.

EARL OF STONEWALL TEA



BELLOCQ BROOKLYN, NY

\$21⁺

A tribute to the nearby landmark Stonewall Inn, a sassier take on Earl Grey, with a white tea base.

CHECK ON CHECKS TEA TOWEL

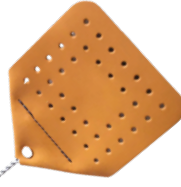


COSMIC PEACE STUDIO BROOKLYN, NY

\$34⁰⁰

Hand-printed on leftover garment industry fabric.

LEATHER FLY SWATTER



MILLSTREAM HOME LANCASTER, PA

\$30⁰⁰

We dare you to find a chicer fly swatter

GLASS AND SURFACE CLEANER



THE GOOD HOME CO. NEW YORK, NY

\$20⁰⁰

What's better than the scent of fresh cut grass in the summer?!

SUNFLOWER OIL

HUDSON VALLEY COLD-PRESSED PLEASANT VALLEY, NY



Local cooking oil! It's hyper-sustainable, neutral and versatile **\$12⁰⁰**

HOGWASH

SALLYE ANDER, BEACON, NY



Heavy duty soap, for popsicle stains and gardening hands **\$10⁰⁰**

HEADACHE HELPER

ENFLEURAGE, NEW YORK, NY



To ease the inevitable dehydration headache, from the iconic West Village aroma specialist **\$28⁰⁰**

PIZZA SUDS

GLISSEN CHEMICAL, BROOKLYN, NY



Not just for pizzarias! A whole gallon of extremely effective dish soap. **\$20⁰⁰**

NOTHING LIKE SUMMER IN THE CITY!

PICNIC STAPLES

OLIVE SPOON



\$20⁰⁰

JONATHAN'S SPOONS, KEMPTON, PA

VERY GOOD BUG SPRAY



\$14⁰⁰

CAROLINE'S HOUSE, NEW YORK, NY

MIKE'S HOT HONEY SUMMER SAUSAGE

SCHALLER & WEBER, NEW YORK, NY

\$7⁹⁹

MATZO CHIPS

THE MATZO PROJECT, BROOKLYN, NY

\$4⁹⁹

Hot tip: Central Park now has specialized pizza box disposal bins! Grab a pie, and bring some L'Isolina Pasta Dust to jazz it up.

COCKTAIL MUDDLER

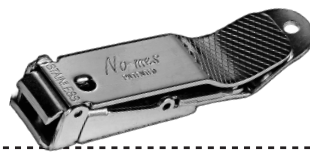
AMERICAN HEIRLOOM, BROOKLYN, NY



For smashing all that lovely summer fruit into your favorite cocktails **\$30⁰⁰**

TOENAIL CLIPPER

NO-MES, TROY, NY



Featuring a patented compartment for collecting clippings! **\$20⁰⁰**

GREAT TREES OF NEW YORK

BLUE CROW MEDIA, LONDON, UK



Printed in London, but about New York: a gorgeous map for epic trees **\$12⁰⁰**

PICKLED GREEN TOMATOES

EDDIE'S PICKLES, QUEENS, NY



From NYC's oldest pickle biz, a unique specialty and surefire BBQ showstopper **\$20⁰⁰**

MAKER SPOTLIGHT Lower Valley BROOKLYN, NY

Handmade by Kelly using traditional broom-making techniques, these heirloom-quality tools double as gorgeous home decor.

AGAVE TABLE BROOM

For sweeping crumbs and dust off of surfaces, nooks and crannies



\$58

BROOMCORN TURKEY WING BROOM

Heavier duty, for fireplaces, floors and cobwebs



\$64

COUPON

PUT ME IN YOUR WALLET/PURSE/BACKPACK/POCKET!

Let us help you get organized! Spend \$20 in-store and get a FREE Shopping List Notebook

EXPIRES AUGUST 31ST 2024. MUST PRESENT PHYSICAL COUPON.

THANK YOU
THANK YOU
THANK YOU

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Have A Nice Day

NYC's digital directory for IRL local shopping.

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FREE