

# VARIETY STORE

ISSUE N° 004 ..... "PURVEYORS OF LOCAL GOOD" ..... WINTER 2025

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

**DON'T LET  
WINTER BE A  
TOTAL DRAG!**

## NATURAL DYE KITS

**\$48-\$52**

UPSTATE NEW YORK, NY

Dye your own silk hankie! This comprehensive kit-in-a-can contains everything you need to make a fabulous patterned natural dye project. It's available in indigo, turmeric and rose. Nothing cures the winter blues like an easy and successful craft project!



# WHAT'S GOOD?

## FIREPLACE BROOM



MILLSTREAM HOME

LANCASTER, PA

**\$40<sup>00</sup>**

If you even need a fireplace broom in NYC, lucky you!

## FRESH GROUND MATCHA



OOIKA

LAWRENCEVILLE, NJ

**\$36<sup>00</sup>**

Imported from Japan and milled in New Jersey! This matcha is as local as we've found.

## THE WHITE WOLF CANDLE



BELLOCO

BROOKLYN, NY

**\$112<sup>00</sup>**

A winter-y scent in a solid brass vessel with a lid. What's not to love?!

## NATURAL REMEDIES

A farmers market favorite! Tweefontein makes natural and effective remedies of all kinds. We're pleased to stock them this winter as they take a break from the greenmarket circuit.

### SLEEP ELIXIR



**\$20<sup>00</sup>**

TWEEFONTEIN, NEW PALTZ, NY

### ELDERBERRY SYRUP



**\$20<sup>00</sup>**

TWEEFONTEIN, NEW PALTZ, NY

### IMMUNITY ELIXIR



**\$20<sup>00</sup>**

TWEEFONTEIN, NEW PALTZ, NY

### DIGESTIVE BITTERS



**\$20<sup>00</sup>**

## GOCHUJANG BEEF JERKY



FIELD TRIP

WESTPORT, CT

**\$6<sup>69</sup>**

Our staff favorite snack! Sweet, tangy, and spicy!

## SUBWAY TILE MAGNET

**\$12<sup>00</sup>**



SERPENTILE MOSAICS,  
NEW YORK, NY

A real piece of 100+ year old NYC subway tile!

## HOT MAPLE SYRUP

**\$28<sup>00</sup>**

LAUREL + ASH, HOLMES, NY

We dare you to find a chicer, more delicious maple syrup.



## BATH SOAK

**\$32<sup>00</sup>**

MATER, BROOKLYN, NY

Something luxurious for bath season. It's great for skin conditions and joint pain!

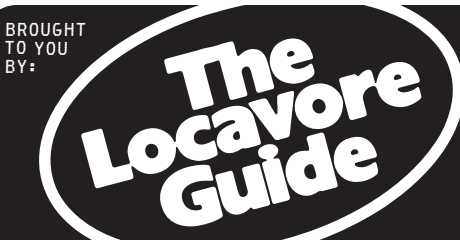


## DONUT SCRUNCHIE

**\$65<sup>00</sup>**

MLE, NEW YORK, NY

It's a donut! But it's made out of silk taffeta and little rhinestones.



NYC's digital directory  
for IRL local shopping.

## BLUE CHEESE CANDLE



ARTIFACQT

PHOENIXVILLE, PA

**\$24<sup>00</sup>**

100% beeswax, and cast from actual cheese! We have more foods, too.

## QUEEN ROSIE CAT TOY



ROSIE RAT

MALINUS, NY

**\$10<sup>00</sup>**

Wow wow, isn't she cute? Recommended by Tuna (Emily's kitten).

## SIMMER SAUCES



KALUSTYAN'S

NEW YORK, NY

**\$10<sup>00</sup>**

For a lazy winter dinner. Throw in some root veggies and a protein and serve over rice.

## CHALK PASTELS



GENERAL'S

JERSEY CITY, NJ

**\$18<sup>00</sup>**

So pigmented and nice – and made just across the river.

## OATMEAL SOAP



SALLYE ANDER

BEACON, NY

**\$10<sup>00</sup>**

For that irritated, dry winter skin.

## POLENTA



WILD HIVE

CLINTON CORNERS, NY

**\$12<sup>00</sup>**

We're pleased to now sell polenta, beans and flour from this fabulous local farm.

**ASK US ABOUT OUR VALENTINE'S PLANS!**

## MAGIC BALM

**\$8<sup>00</sup>**



CAROLINE'S HOUSE, BROOKLYN, NY

Caroline's own recipe for lips, undereyes and cuticles. It's made with calendula and sweet almond oil.

## MATZO BALL SOUP MIX

**\$6<sup>00</sup>**



THE MATZO PROJECT, BROOKLYN, NY

Great packaging, great soup. It's a win!

## NASAL SPRAY

**\$20<sup>00</sup>**



LIVE LIVE, NEW YORK, NY

Colloidal silver and a blend of antiviral essential oils. It's potent!

## PANCAKE MIX

**\$15<sup>00</sup>**



PHOENICIA DINER, PHOENICIA, NY

You don't have to go upstate for these famous pancakes!

## NEW MERCH

We've got some gorgeous new merch! Every purchase helps us keep our free online directory going :)

## TOTE BAG

THE LOCAVORE GUIDE

**\$18<sup>00</sup>**



Just the right size for a book, a snack and a water bottle.

## BERET

THE LOCAVORE GUIDE

**\$45<sup>00</sup>**

Rep TLG in style! This high quality wool beret is embroidered by a Greenpoint-based shop with our little pin guy logo.



## BANJEE RANCH SAUCE

**\$12<sup>00</sup>**



UPSTATE STOCK, ALLENTOWN, PA

It's hot sauce! It's ranch! Use it as a sauce OR a dip.

## NORTHEAST NATIVE SEEDS

**\$17<sup>00</sup>**



HUDSON VALLEY SEEDS, ACCORD, NY

Take this box to a piece of abandoned land for a little guerilla gardening.

## MOUSE SPREADER

**\$12<sup>00</sup>**



JONATHAN'S SPOONS, KEMPTON, PA

Oh so cute! We just can't get enough of this lil spreader.

## RECYCLED TOY TRUCK

**\$23<sup>00</sup>**



LUKE'S TOY FACTORY, DANBURY, CT

Take this recycling truck apart and put it back together! This local toy is even made of recycled materials.

MAKER SPOTLIGHT

## Claire Akkan

NEW YORK, NY

Claire Akkan is a Manhattan-based handbag restorer who also makes pouches and bags out of upcycled textiles and leather scraps! As us for more information on her services. We <3 Claire!

## MAKEUP BAG

**\$80<sup>00</sup>**

Large enough for all of your toiletries and tools! Fully lined, with a pocket.



## PATCHWORK PENCIL CASE

Colorful patchwork leather, lined with fabric from a vintage scarf.



**\$50<sup>00</sup>**

# COUPON

Buy a guidebook, get a free pen and highlighter for marking it up.

Expires 3/31/25

THANK YOU  
THANK YOU  
THANK YOU

BROUGHT TO YOU BY:

**The Locavore Guide**

Have A Nice Day

NYC's digital directory for IRL local shopping.

THELOCAVORE.COM  
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THE LOCAVORE VARIETY STORE  
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