



# The Monadnock SHOPPER NEWS

The Original Keene Shopper – “The Weekly with a Heart” – 52nd Year of Community Service / November 17-23, 2010

## Chrisrial & Co. Fine Jewelry Opens On Central Square

By Lori Catozzi Warner

There wasn't any guesswork for Chrissy Edwards-Jackson and Aerial (Doubleday) Sillanpaa when it came to deciding where to open a second Chrisrial & Co. Fine Jewelry. Both women are from the Keene area (Swanzy and Richmond respectively); and when the location at 39 Central Square in Keene became available, they knew it would be the perfect

location for their business.

“We have very strong ties to the Monadnock Region – including family and friends,” says Edwards-Jackson. “Our hearts have always been in the Monadnock Region.”

Edwards-Jackson goes on to say that they've had an overwhelming response from customers and

CHRISRIAL, page 26

## A Neighborhood Market Isn't A Thing Of The Past



LISA, CLAYTON, TANNER, and Scott Bearson (L-R) with just a couple of the many treats in store at Beaver Street Market.

By Beth White

It's wonderful to enter Beaver Street Market in Keene on a cold morning and be greeted by the invigorating,

warm scent of freshly brewed coffee and a welcoming and friendly, “Hello, how are you today?” from behind the counter.

MARKET, page 14

## Refined Heating: If It's Not “Refined” It's Just Crude



STEPHEN HAMMOND OF Refined Heating is pictured with a complete radiant heating system he recently installed.

By Lori Catozzi Warner

Refined Heating provides peace-of-mind to safeguard your investment in heating equipment and to ensure your comfort through long, cold winters. Stephen Hammond – owner of the local oil burner installation, maintenance, and repair business – is fully insured, licensed, and has 15 years of experience under his belt.

“I've built a good reputation (in this business),” says Hammond. “I try to be very personable and I don't try to sell people something they don't need.” Hammond goes on to say that he's had comments from customers as to how well he explains everything. “I believe in treating people right,” he adds. “And I have reasonable and fair pricing.”

The main drive and focus of Refined Heating has always been customer service. Quick, honest service performed to absolute customer satisfaction is the reason why Hammond's business continues to grow.

Hammond's reputation is one of dependability and effectiveness when it comes to installations, repairs, and maintenance on oil burner systems. Prior to his 15 years as a technician he worked as a machinist; so playing “detective” when it comes to backtracking other service technicians' work in order to solve a problem is second nature to Hammond.

Hammond put himself through the New England Fuel Institute and is licensed in Massachusetts, New Hampshire,

REFINED, page 15

## The Insurance Source Relocates

By Lori Catozzi Warner

“It was a smooth transition,” Cheryl Belair, owner of The Insurance Source, says about the recent move to 82 Court Street in Keene. “We are closer

to downtown and have more parking space, which makes it really convenient for our customers.”

INSURANCE SOURCE, page 26

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**40,218 Mailed Weekly**  
 Mailed Into Every Home In Keene  
 And 36 Area Towns Total Circulation 42,750

# A Neighborhood Market Isn't A Thing Of The Past

MARKET, Continued from page 1

The charming and rhythmic voice of singer songwriters like Jesse Fuller often drift out of the radio on the windowsill, as the scent of homemade Italian bread lingers in the air. Distracted by Lisa's Luscious Lemon Cake and Striped Beaver Brownies, it's no wonder more people don't forget what was on their shopping lists after spotting the abundance of fresh goodies behind the big glass case.

Beaver Street Market thrives by seeing customers as neighbors - and by supporting local companies first. "We're a family-run business - we live locally, spend locally, and employ locally," says owner Lisa Bearson. Alongside her husband and partner, Scott, the Bearsons take pride in providing the neighborhood with a personal shopping experience. Over the past 10 years this little market, on the corner of Beaver and Franklin Streets, has become much more than a place to grab a gallon of milk or a pint of locally made ice cream from Walpole Creamery - it's a chance to catch up on the kids' soccer game while picking out a freshly baked chocolate raspberry birthday cake, a quiche, and a great bottle of wine.

"It's important to us that our dollar stays local," adds Scott. In this day and age, people have a choice in where they spend their money. In addition to sourcing Beaver Street Market products from local farmers and merchants as much as possible, the Bearsons have made a personal commitment to Keene commerce. Lisa adds, "We buy our shoes from Ted's, get our Christmas presents at Synergy, and trust in small, local businesses like the Savings Bank of Walpole." Much like a traditional old-fashioned neighborhood market, Scott says, "It's just nice to see the people we buy from in our store - when we give back, it all stays here."

The hand-crafted dark chocolate whoopee pies with white cream that pushes out the edges lures the eye. It's hard not to count the dozen or more other flavors like pumpkin and peanut butter or red velvet and mint. Michelle Gambill, Bearson's employee, and Lisa do all the cooking right on site, and in addition

to the baked goods, invent wonderful daily lunch specials using fresh, in-season ingredients.

Whether it be the lobster and crab bisque, bacon corn chowder, butternut squash and cranberry soup, or a selection from the deli, this lunchtime cuisine is sure to warm you up on any wet, wintry day. "I think the buffalo chicken salad is one of the most popular, wouldn't you say so, dear?" Scott asks his wife. "Either that or the crispy chicken Caesar salad." Beneath the refrigerated glass, these delights beckoned to be tasted. If savory salads don't suit your fancy, Lisa is willing to make you one of best deli sandwiches outside of New York City, complete with fresh local tomatoes and peppers.

The beer and wine selection is the best in the area - conventional and local brews are always chilled to perfection in the coldest cooler in East Keene. In addition to monthly wine taste testing, Scott and Lisa can always help you pick out a bottle for the evening's dinner table. Bearson recommends a great grilling wine, Deep Sea Red, which is, "... mild and goes well with meat." Beaver Street Market has partnered with Perfecta to offer shoppers the chance to select from over 1500 bottles of premium wine from their home computers - by simply visiting [www.nhliquor.com](http://www.nhliquor.com) and clicking on the "Order Online" tab on the left, you can have an entire case shipped directly to the market where it can be picked up at your convenience.

There's something about the atmosphere at Beaver Street that's different from most corner markets - perhaps it's Lisa's pink and green tile or the fact that the Bearsons' pride themselves in hiring the friendliest staff. Maybe it's their full array of products from after-school treats to gourmet dinner ingredients. From pasta to fresh Italian rolls, Lisa and Scott have it all.

Beaver Street Market offers the convenience of neighborhood access and has exactly what you need without feeling too big. On a quick trip in, it's not uncommon to hear Scott relaying the latest snowmaking update for Granite Gorge and how excited he is that "the boys" are gearing up for snowboarding. Isn't this what we all crave - a community market where we can share in good food and a slice of life?

From matches and homemade Monster Chili to the local produce and pumpkin rolls, Beaver Street Market is a neighborhood store that houses much more than the bare essentials.

For more details, call 603-352-5606. For this week's special, see the coupon in this issue of *The Monadnock Shopper News*.

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