

PJ's 'The Store' to open Sunday in Middlefield

By Cindy Duby

MIDDLEFIELD— This Sunday, May 23, the Middlefield store will open with a new name, new management, and a new layout and decor. PJ's "The Store," under the management of Phyllis Jean Turner of Town Hill Road, will open its doors officially at 6 a.m. this Sunday, with free coffee and doughnuts to celebrate opening day. The store will initially be open seven days a week, from 6 a.m. to 6 p.m., with extended summer hours planned.

On a preview visit this week, the place was hardly recognizable. All the counters, shelves and coolers had been moved to accommodate renovation work. With fresh paint and new flooring, the place seemed so spacious and bright. All freshly scrubbed, the shop smelled of newness and the empty glass coolers sparkled in the daylight.

The new layout will create a breakfast and luncheon nook with tables at the front of the store. A table

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Middlefield

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Taking a quick break from setting up her store, Phyllis Turner shares a laugh with photographer.

Photo by Cindy Duby

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with coffee and "finger foods" like cookies and pastries (and Phyllis's famous whoopie pies), will be at the side. The main counter, deli case and grocery shelves will be at the back. In addition to the staples, there will be bakery and deli items, fresh vegetables and groceries.

Breakfast and lunch will be served daily, and pizza will be available on Friday and Saturday evenings, initially until 6 p.m. During the summer, some time after school gets out, Friday and Saturday hours are expected to be extended until 9 p.m. Pizza may be ordered ahead by calling PJ's "The Store" at 623-2112.

No newcomer to the food service business, Phyllis previously operated the successful Huckleberry Bakery and Restaurant in Huntington, with her husband Jim, who died last August. In this, her first solo venture, Phyllis will be assisted by her grandson from Colorado, Robin

Simino. Joanne Rennert Boisvert of Town Hill Road will also pitch in part-time.

The Turner's Huntington restaurant was a favorite coffee and luncheon stop among locals, with overstuffed sandwiches and fresh baked goods, which leads this writer right back to Phyllis's famous whoopie pies, the same pies that sold like hotcakes in Huntington, the same pies that Phyllis promises to bake in Middlefield.

Readers who remember "Leave it to Beaver" may have warm fuzzy memories of those creamy filled chocolate pies, the dessert-lover's idea of the ultimate in comfort food. Phyllis's famous whoopie pies are better than you remember—no kidding. And if you don't have whoopie pie memories, Phyllis's famous ones are even good enough to create some for you.