

September 25, 2019

A taste of Montclair: A guide to the locally sourced snacks stocking the MC Hotel



When The MC Hotel opened in Montclair in mid-August it redefined the term "locally sourced."

The bar, restaurant, grab-and-go snacks and the in-room minibar are packed with products with Montclair connections. You'll be hard-pressed to find a hub of so many different Montclair-based food products anywhere.

The hotel, located on Bloomfield Avenue, is a Marriott Autograph Boutique Hotel, run by the Chicago-based Aparium Group, which aims to infuse local color into its hotels.

"Aparium coined the term 'trans-local' to describe what they're about," Montclair resident and the hotel's director of lifestyle Emily Wittmann told The Record. "They want to bring the community into the hotel and the guests who are staying here to come out of their rooms and experience the community."

The first opportunity comes at The Marketplace, a small, open store in the lobby stocked with chips, chocolates, sauces and juices, all with Montclair roots, of course.



The lobby bar at the MC Hotel in Montclair, August 14, 2019. The new hotel officially opens Aug. 15. (Photo: Mitsu Yasukawa/ Northjersey.com)

The 40-seat lobby bar offers local coffee made specifically for The MC as well as beer on-tap from nearby breweries. The yet-to-open rooftop bar will also serve up local brews.

Expect dishes made with local produce, spices and sauces at Allegory, [the hotel's 95-seat restaurant](#). Executive chef Daniel Kill and pastry chef Heather Lattig aim to source their ingredients from around the block, if possible.

Here's a closer look at the treats with Montclair connections you can nosh on at The MC Hotel.

Great Notch Roasters: A wholesale seller based in Newark, Great Notch Roasters created a special coffee blend for the hotel called the MC Blend. Founder of Great Notch Roasters Richard Seidenberg lives in Montclair.

Connor's Saucery: Twelve-year-old Connor Barshay, a Verona resident, has his own brand of small-batch hot sauces. Barshay, who was born with muscular dystrophy is a sauce connoisseur and his company works to increase awareness of the condition and raise money to find its cure. Barshay's sauces are used by Chef Kill on his fried chicken sandwich which is served table-side and sold in The MC's marketplace.

Montclair Brewery: Montclair Brewery is located on Walnut Street, and owners Denise Ford Sawadogo and Leo Swadogo live in Montclair. They have created a special beer for the hotel called The MC Pilsner, a refreshing, citrusy beer brewed with orange peel and rosemary. "It's a great broad appeal beer that is easily enjoyed by all beer drinkers," said Denise.



A set table in the lounge at MC Hotel in Montclair on 08/14/19. (Photo: Mitsu Yasukawa/ Northjersey.com)

Dolce Federica: This Montclair shop creates small-batch, hand-made, artisanal European chocolate. Chocolatier Federica Heiman, who lives in Montclair, made two special chocolate bars specifically for the hotel: Frutti di Bosco with dried raspberries and blueberries and Noci Miste with toasted almonds, pecans and Italian hazelnuts. Both are made with French dark chocolate. Find the chocolate in The Marketplace and in-room minibars.

Ironbound Hard Cider: Though its farm and tasting room is in Asbury, Ironbound Hard Cider's owner Charles Rosen lives in Montclair. The company was founded to revive the popularity of Newark cider, made by blending Campfeild, Poveshon, Granniwinkle and Harrison apples, grown in the region. Ironbound Hard Cider is on tap at the Lobby Bar.

Sweet Home Montclair: This sweet shop is known for its chocolate-covered pretzels but offers chocolate caramels at The MC's Marketplace and in the minibars. Sweet Home Montclair is located on Bloomfield Avenue.

Misunderstood Whiskey: The Goodfella, the Lobby Bar at the MC's signature drink, is made with Misunderstood Whiskey's ginger-infused whiskey (it has tasting notes of vanilla, caramel and toffee). The whiskey is also stocked at the bar. Misunderstood Whiskey's founders are from Montclair.



Juice Basin: Located on Bloomfield Avenue in Montclair, Juice Basin makes organic, cold-pressed juices. Its drinks and cleanse kits are sold in-room at the minibar and at The Marketplace.

Martin's Pretzels: Martin's has been making handmade pretzels since 1935 from flour sourced from small farms in the Northeast. The owner of Martin's Pretzels lives in Montclair. Bags of Martin's pretzels are sold at the in-room minibar.

Joe's Chips & Joe's Teas: Montclair resident Steven Prato's company Joe's Teas makes bottled iced teas in flavors such as peach, lemon and raspberry. Prato also sells chips, made with choice potatoes cooked one batch at a time so they're extra crunchy. Both the chips and the teas are sold in The Marketplace and at the in-room minibar.



Izzy & Tallulah: Carrie Klis and Pamela Saffer, owners of Izzy & Tallulah, named after their daughters, make their candies in Montclair. Their caramels are sold in The Marketplace and at the in-room minibar.

Jana's Jammy: Jana's Jammy's small batch, local jams are sold in The Marketplace. The owner lives in Montclair.

Applegate Farms: The vanilla and chocolate ice cream from this classic Montclair ice cream shop is used in Allegory's desserts. The owners of Applegate Farms have lived in Montclair for decades.

Adventure Kitchen: This Montclair business's Aleppo pepper spice is used in the Brussel's sprouts salad at Allegory; the sumac and sage is used in the chicken tagine. The Aleppo pepper is slightly spicy, similar to a cross between an ancho chili and red bell peppers.

Le French Dad: Located on Church Street in Montclair, Le French Dad supplies pastries for Allegory.



Brooklyn Brewery: Though this popular brewery is based in Brooklyn, owner Steve Hindy lives in Montclair. Its beers can be bought at the Lobby Bar bar.

New Jersey Beer Co.: New Jersey Beer Co. is located in North Bergen and its owner lives in Montclair. Find its beers at the Lobby Bar.

Bronx Brewery: Another brewery based in New York whose owner lives in Montclair. The bar at The MC serves a selection of its beer.