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Tuscan Village Salem opens phase 2 Memorial Day weekend - including numerous retailers and a beer garden

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Salem, NH A number of retailers and a beer garden will open their doors in the next several weeks: L.L. Bean, Smuttynose, Ulta Beauty, Williams Sonoma, Tuscan Market, Cooking School, Old Navy, Drive Custom Fit and more, accompanied with a grand opening Memorial Day weekend.

Learn to kayak on Lake Park with L.L. Bean, take a hands-on cooking class at La Scuola Culinaria at Tuscan Market & Williams-Sonoma, and order up a 10 oz. lobster roll from The Beach Plum this spring/summer at Tuscan Village Salem.

Currently Chipotle, Klemms, Chase Bank, and Drive Custom Fit have provided their customers with an inside look as other retailers begin to move in. Sierra, Homesense, Starbucks, and Market Basket are also currently open.

Granite state residents and neighboring state travelers will begin to see the opening of over a dozen retailers over the next several weeks. Travelers can expect the following retailers to open up in May: Smuttynose Brewery, Pressed Café, Pottery Barn, Williams Sonoma, L.L. Bean, Ulta Beauty, Old Navy, Tuscan Market and its cooking school, Vibe Co. Cycle, Sleep Number, and ubreakifix.

“We are thrilled to be opening the second phase of Tuscan Village as it provides Salem and neighboring communities with an exciting area to gather, shop and dine. Whether it be shopping or dining at any of our retailers and restaurants or catching some live music while playing lawn games

at Lake Park, visitors will surely find their fun at Tuscan Village.” said Liz Kelley, general manager at Tuscan Village Salem.

Visitors can expect a blend of experiential shopping and outdoor dining coupled with community events at Lake Park. L.L. Bean will be utilizing the lake and rail trail for live demos and equipment testing, offering a hands-on shopping experience. Similarly, Tuscan Market’s La Scuola Culinaria has teamed up with Williams Sonoma for a hands on cooking experience. Under the instruction of chefs from Tuscan Kitchen with best-in-class kitchen tools from Williams Sonoma, guests will create recipes in a culinary classroom setting.

“La Scuola Culinaria is really a creative space and classroom for the community. Since the beginning, Tuscan Market has hosted cooking classes while teaching an annual culinary youth program for the Salem Boys & Girls Club, so finally having a dedicated space in collaboration with Williams Sonoma to host these experiences is very exciting!” said Amy Scarpello, director of operations for Tuscan Brands.

Sun seekers and craft beer drinkers will relish at the Smuttynose Brewery Beer Garden at Lake Park in Tuscan Village. Lawn games, fire pits, picnic tables, live music and rotating food trucks can all be enjoyed at the lakeside outdoor beer garden.

Grand opening weekend highlights include: a grand ribbon cutting, a grand tour 5K race, several free outdoor fitness classes, fireworks and plenty of family fun at lake park with caricature sketches, balloon artists, food, live music and so much more!

HOW: Grand opening admission is free, and more information about event schedule will be released on our website on 5/1: Tuscanvillagesalem.com as we approach the opening date.

Parking is free and plentiful.

WHERE: Tuscan Village, 9 Via Toscana Dr., Salem, NH

In 2016, Tuscan Brands acquired the 170 acre property formally known as the Rockingham Park with the vision of transforming it into a 3.8 million s/f mixed-use super regional destination. Five years later, the development has opened two phases and has national brands such as Mass General Brigham, L.L. Bean, Williams Sonoma, Pottery Barn, Marriott Hotels, 1,200+ luxury residences, and over 1 million s/f of life science campus space.

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