

Westchester, Rockland dining establishments getting innovative in a coronavirus world

[Jeanne Muchnick](#), Rockland/Westchester Journal News Published 1:33 p.m. ET March 13, 2020

Buy a large brick oven pizza at Community Market in Piermont and get a free roll of toilet paper (while supplies last). Pull up to the curb and they'll even bring it out to you, according to co-owner Maureen Hovorka.

The promotion started Thursday and is one way to keep business up. It's down close to 50% due to the coronavirus pandemic.

Other dining establishments are being similarly innovative, offering expanded delivery, and reconfigured dining spaces while some people have suggested purchasing gift cards from favorite restaurants as a way to help; spend now, dine later.

At Valley Rock Inn in Sloatsburg's newly opened Valley Rock Mountain Market, all cafe food is now wrapped and ready to go — there previously had been an extensive buffet — and there's no longer any in-room dining.



The TWK Community Market in Piermont, formerly the Piermont Community Market Sept. 26, 2018. (Photo: Peter Carr/The Journal News)

They've also moved their food truck to just outside the market and will begin offering fresh air dining next week.

At the newly opened Lodge, the dining room has been re-set with social distancing in mind. It's also now by reservations only: no walk-ins accepted. Reservations are also a must at their outdoor restaurant Cantina, which will open Sunday from 11 a.m. to 4 p.m.

In addition, owner Michael Bruno said they're asking folks to only use their commuter lot entrance as opposed to 66 Orange Turnpike. And, like the majority of restaurants in this "new normal" coronavirus world, they're offering hand sanitizer at the door.



The Valley Rock Inn Lodge Restaurant in Sloatsburg on Tuesday, February 18, 2020. (Photo: John Meore/The Journal News)

Turkish sanitizers with 80 to 96% alcohol are now strategically placed through The Roaster Cafe in Mamaroneck where owner Ayhan Catalyurek said business is down about 20%.

And at Cherry Lawn Farm Market in New Rochelle where business has dropped 30 to 40% (despite being outside the containment zone,) market Vice President Paul DiPietro has placed a sign on the door notifying customers that the market has been professionally sanitized. After 85 years as a fourth generation family business, he said this is one of the company's most trying times.

At other restaurants, delivery service and takeout have been bumped up considerably. Hudson Farmer & the Fish — as of today — is offering free local (contactless!) delivery from 12 to 8 p.m. in the local area (a 10- to 15-minute drive away). Same at Purdy's Farmer & the Fish where they'll delivery within 15 miles, also for free. The market is also open from 10 a.m. to 8 p.m. and offers delivery.

And at Via Forno in Scarsdale, there's two new takeout/delivery packages, including a \$50 family meal, to make it easier for folks to dine at home.



Cherry Lawn Market in Scarsdale has been professionally cleaned in light of coronavirus fears. (Photo: Jeanne Muchnick)

Similar tactics are offered at Dubrovnik Restaurant in New Rochelle where, along with contactless delivery (meaning food items are left at your door and you pre-pay with a credit card), there's now curbside pickup. The restaurant is also only using its internal team for deliveries (within a five-mile radius) to ensure the utmost safety for customers. The restaurant was also closed yesterday for a deep professional clean.

To continue to support local restaurants, many Facebook posts suggest purchasing gift cards so folks can return down the road when they feel more comfortable.

Cherry Lawn's DiPietro hopes that business returns to normal soon so he can continue to pay his more than 30 employees, many supporting families. "We have overcome a lot and will overcome this," he said. "But it's also important to know that many unknown faces are being affected by the possible overreaction of a nation and online blogs. The health and safety of our customers and employees comes first today, yesterday and tomorrow."



The Roasted Cafe in Mamaroneck has Turkish hand sanitizer both for using and for purchasing. (Photo: Submitted)

He added that despite the challenges at the moment, he remains "overly optimistic that once people see how much they miss the simple freedom in our nation they never thought would be gone, there will be an enormous boom in business and prosperity."