Shop & Dine
East Harlem
2019 Holiday Guide
A Word from
Michelle Cruz

It gives me great pleasure to share with you our 2nd Annual Shop & Dine East Harlem campaign and invite you to attend our exciting happenings! Our goal is to encourage the community to think local when they consider their shopping and dining needs during this holiday season. We are enthusiastically promoting a series of events during the holidays that make it easy and convenient for residents to locate great deals and values with our local merchants.

The Kickoff event will take place at the newly opened Santiago’s Beer Garden Restaurant, (2337 First Avenue – Between 119th and 120th) on Thursday, November 14th at 5:30PM. To help us kick off our holiday proceedings, we will give away promotional items, and a Holiday Guide which will share information on merchant discounts, Holiday Pop-Up Markets, local cultural events, including the annual Pasteles contest and the Annual Tree lighting, on 106th Street.

Our second event will include a breakfast, which will take place at the new Ginjan Café (located at 85 East 125th Street, on Park Avenue) on Saturday, November 30th, at 10AM, on Small Business Saturday. This is our 3rd year as neighborhood champions for this event, an American Express (AMEX) initiative that encourages communities to shop small. Please visit our website eastharlemalliance.org/buy-local for more information.

These events are designed to decrease the 804 million dollars – according to SBS – which leaves the East Harlem community annually. It is our intent to slowly and steadily decrease that number and are proud to say that thus far we have secured over a half million dollars for local merchants, since the start of our Buy Local Program! We would very much like your participation at these events, in support of our local merchants.
**Shop & Dine Deals**

**Valid November 30th, 2019 Only**

### Retail

**Black Zebra Marketing | Blackzebramarketing.com**

208 E 116th Street

Free Shipping or 10% off. Valid 11/30 Only. Online Orders Only.

### Catering/Wholesale

**Spread Mmms | Instagram.com/spread.mmms**

25% discount -- Small Business Saturday (Valid 11/30). Online Orders Only.

### Bakery/Breakfast/Lunch

**Aromas Boutique Bakery | Aromasboutiquebakery.com**


**Cassava House | Cassavahouseny.com**

2270 1st Avenue

10% off any purchase. Valid 11/30 only.

**Dear Mama Coffee | Dearmamacoffee.com**

308 East 109th Street

20% off entire purchase. Valid 11/30 Only.

**Super Nice Coffee and Bakery | Instagram.com/supernicenyc**

156 E 117th Street

10% off holiday gift tins. Valid 11/30.

### Nightlife/Dinner

**BARCHA | Barcha.nyc**

2241 1st Avenue

FREE dessert with a purchase of a signature dish! Valid 11/30 only.

**East Harlem Bottling Co. | Eastharlembottlingco.com**

1711 Lexington Avenue

20% of all merchandise (tshirts, baseball hats, souvenir glasses, growlers/bottle only, no fill). Valid 11/30 Only.
Cyber Monday Deals

Aromas Boutique Bakery | Aromasboutiquebakery.com
Complimentary Manhattan Delivery on future orders of $50 or more. Online Only for Cyber Monday. Valid only 12/2.

Elma’s In Harlem | Instagram.com/elmasinharlem
1590 Park Avenue
30% off smoothies and plates. Online Only for Cyber Monday. Valid 12/2.

La Fonda Boricua | Fondaboricua.com
169 E 106th Street
10% off your entire bill (minus the sales tax). Online Only for Cyber Monday. Valid 12/2.

Maryam’s Yum Yum | Maryamsyumyum.com
20% off first catering order. Online Only for Cyber Monday. Valid 12/2.

Spread Mmms | Instagram.com/spread.mmms
25% discount -- Cyber Monday (order online for local pickup) Online only, valid only 12/2.
20% discount -- Cyber Monday (two or more jars, to be shipped) Online only, valid only 12/2.

Super Nice Coffee and Bakery | Instagram.com/supernicenyc
156 E 117th Street
10% off holiday gift tins. Online Only for Cyber Monday. Valid 12/2.

Sweet Vegan | Sweetvegan.nyc
Free Chocolate with Every Sweet Vegan Chocolate Box ordered. Online Only for Cyber Monday. Valid 12/2.

AFineLyne / GothamToGo | Gothamtogo.com
20% discount on Tote’s, Apron’s and Tea Towel’s purchased directly from seller. Online Only for Cyber Monday. Valid 12/2.

JC1 PRINTING | Jc1printing.com
15% discount on all initial orders or holiday orders. Online Only for Cyber Monday. Valid 12/2.

Miss Mack Enterprises | Missmackenterprises.com

Pequeñines Daycare & Preschool | Pequeninesny.com
East 120th Street (Between 1st and Pleasant)
No application fee!
Shop & Dine Deals

**Valid Until December 24th, 2019**

### Retail

**Amuse Bouche Bistro | Amusebouchenyc.com**
1590 Park Avenue
10% off all holiday gift baskets. The holiday baskets consist of an assortment of imported French foods as well as fresh baked treats and bakery. Valid 11/30 - 12/24.

**Cenkal Products | Cenkaliproducts.com**
10% off each product. Valid 11/30 - 12/24. Online Orders Only.

**Maryam’s Yum Yum | Maryamsyumyum.com**
20% off first catering order. Valid 11/30 - 12/24. Online Orders Only.

**Miss Mack Enterprises | Missmackenterprises.com**

### Catering/Wholesale

**Pequeñines Daycare & Preschool | Pequeninesny.com**
East 120th Street (Between 1st and Pleasant)
No application fee! Valid 11/30 - 12/24.

### Bakery/Breakfast/Lunch

**CakeBurgers | Cakeburgers.com**
400 E 120th Street
Free cupcake with purchase of a burger and a side. Valid 11/30 - 12/24.
Shop & Dine Deals

**Valid Until December 24th, 2019**

**Bakery/Breakfast/Lunch**

Sweet Vegan | Sweetvegan.nyc
Free Chocolate with Every Sweet Vegan Chocolate Box ordered. Valid 11/30 - 12/24. Online Orders Only

Elma’s In Harlem | Instagram.com/elmasinharlem
30% off smoothies and plates. Valid 11/30-12/24. Online Orders Only.

La Fonda Boricua | Fondaboricua.com
169 E 106th Street
10% off your entire bill (minus the sales tax). Valid 11/30-12/24.

Santiago's Beer Garden | Santiagosbeergarden.com
2337 1st Avenue
10% off your bill. Valid 11/30 - 12/24.

Nightlife/Dinner

Elma’s In Harlem | Instagram.com/elmasinharlem
30% off smoothies and plates. Valid 11/30-12/24. Online Orders Only.

La Fonda Boricua | Fondaboricua.com
169 E 106th Street
10% off your entire bill (minus the sales tax). Valid 11/30-12/24.

Santiago's Beer Garden | Santiagosbeergarden.com
2337 1st Avenue
10% off your bill. Valid 11/30 - 12/24.

Calendar of Events

The Annual Universal Pasteles Contest Interborough Pasteles Pop-Up
11/16/19 | 12-5pm | Metropolitan Hospital, Manhattan, 99th Street 1 Ave Lobby
Pasteles will be sold by past and present pasteles contest contestants. The public can buy pasteles by the bundle(s) for their holiday feast among family and friends. Afterwards it will travel to various sites in Brooklyn, The Bronx, etc. Motto: “Hold on, Celebrate, and Pass Traditions to the next Generations”.

The Caribbean Cultural Center African Diaspora Institute’s
The Color of Power: Heroes, Sheroes, and Their Creators Exhibition Opening
11/16/19 | 4-8pm | 120 E 125th Street
Super Sou Sou | Saturday 12-4pm on the same day

10th Anniversary Celebration of Daughters of the Stone
11/21/19 | 6-9pm | 120 E 125th Street
Join author, Dahlma Llanos-Figueroa, as she invites her readers for an intimate gathering and reading in celebration of the 10th Anniversary of Daughters of the Stone. There will be special guest readers, music, and food at these festivities.
Calendar of Events

Small Business Saturday
11/30/19 | 10-12pm | Ginjan Café, 85 E 125th Street
Join us to help kick off our holiday festivities, goodie bags, holiday guides to locate the best deals in East Harlem. Snacks & refreshments provided.
RSVP Here: bit.ly/shopsmalleh

Holiday Pop-Up Market
12/6 & 12/13 | 11-2pm | Metropolitan Hospital, 1901 first avenue
Our goal is to assist small businesses holiday sales by encouraging the community to think local when they consider their shopping and dining during the holiday season. We make it easy and convenient for residents to locate great deals and values with our local merchants during the holiday season. RSVP Here: bit.ly/buylocalpopup

Harlem Night Market
12/7, 12/14 & 12/21 | 1590 Park Avenue
This event will be the largest holiday market in all of Harlem -- transforming the new Placita space with twinkling holiday lights, seasonal spirit, and row after row of carefully curated vendors who represent the best of our neighborhood. Website: instagram.com/harlemnightmarket

Cash Mob December
12/8/19 | 2-4pm | Amuse Bouche, 1590 Park Avenue
The Cash Mob Initiative is a local, neighborhood effort to gather friends, partners, and residents of Harlem with the purpose of supporting small businesses, and building community among these networks. Healthy community happens when we personally know business owners, and use cash so capital is redistributed within the local economy. RSVP Here: bit.ly/cashmobamuse

CCGADI Chango's Women In Music and Song W/ Baba John Mason
12/12/19 | 6-9pm | 120 East 125th Street
A presentation by John Mason and musical presentation by his Jam-Ja Band | Admission is $20 in advance and $25 at the door. Limited Seating Available.

16th annual East Harlem Holiday Tree Lighting Event
12/13/19 | 6:30 p.m. | 106th Street and Third Avenue
Celebrate the tree’s Sweet 16

A Very Merry Barrio Holiday Comedy Show
12/14/19 | 8pm | El Teatro at El Museo del Barrio
The best Puerto Rican talent and comedians in the city are coming to El Teatro to warm up your Holidays. Come and enjoy a night full of comedy, dance and music. Hosted and directed by Suni Reyes (Billions, Comedy Central). With Special Guest: Sara Contreras, The Latin Diva of Comedy (HBOLatino, Showtime) and music by Bombayo!
RSVP Here: bit.ly/museocomedy. Website: elmuseo.org

Jumping Santa
12/16-12/20 | 4-6pm | Various Retail Locations
Contact: Pablo Guzman 347 - 567 - 6376

43rd Annual Three Kings Day Parade
1/6/20 | 11-1pm | RSVP Here: elmuseo.org/events
About Us

Union Settlement Association is an on-the-ground resource for East Harlem residents of all ages, and a passionate advocate for the needs of underserved communities. Since opening our doors in 1895, we have brought education, wellness and community-building programs to our neighborhood, empowering New Yorkers with opportunities to better their lives. By helping our neighbors realize their goals, we build the vitality and success of East Harlem. We serve the residents of East Harlem through a wide array of programs, including: Early Childhood Services, Youth Programs, Adult Education, Senior Services, Mental Health and Small Business Development. Our very successful Buy Local Project, an initiative of the Business Development Center, promotes economic development by working with small businesses to enhance their capacity to provide goods and services to our local anchor institutions, as well as community residents.

Thank You to Our Partners

The Annual Universal Pasteles Contest

Holiday Tree Committee

Contact Information

Michelle Cruz | Project Manager
Mcruz@unionsettlement.org
646-545-5205

For More Information, please visit us at eastharlemalliance.org/buy-local
Or find us at 205 East 122nd Street (3rd Ave.), Suite 220 (Entrance between 122nd and 123rd)

@BuyLocalEastHarlem  @buylocaleh  @buylocaleastharlem