



SHOP, DINE AND STAY

Customers Find Appealing Combination

The latest looks, tastiest cuisine and quality accommodations can all be found in Harrisonburg-Rockingham.

Whether residing in or frequenting the Harrisonburg-Rockingham area, it's easy to find the latest fashion trends, the tastiest dishes, and a place to kick back and relax. For a locale of its size, visitors are often surprised by the area's extensive line-up of shopping, dining and lodging options.

RETAIL THERAPY

There is no shortage of ways to exercise one's wallet throughout Harrisonburg-Rockingham area. From small locally owned shops to major retailers, one-of-a-kind antique stores or roadside produce stands, shoppers will find diversity of options and budgets close by. The following are examples of what the community has to offer, so for additional details, please consult the membership directory in the back of this book or go to the Chamber's website at www.hrchamber.org.

When it comes to special occasions, two local retailers bring exceptional, quality products and customer service to its clients.

Christopher William Jewelers has been bringing a little sparkle to the Shenandoah Valley for almost 25 years. With a vast collection of luxury engagement rings, wedding

bands, gemstones and more, the store is the place to go for celebrating all of life's monumental milestones.

As a full-service jeweler, patrons and the pieces they purchase will be taken care of long after the transaction is processed. Its on-site master jeweler can create a one-of-a-kind customized accessory or repair cherished possessions.

Whether consumers need to celebrate a birthday or wedding, say thank you, or express condolences, Blakemore Flowers has had the perfect arrangement for all occasions since 1942. With award-winning floral designers and friendly staff, it's no wonder the Daily News Record named the store "Best Florist in the Valley" in 2015.

The florist delivers locally, nationally and even internationally. It also offers a FloralApp where a simple swipe of the finger on a smartphone means a beautiful arrangement can be ordered and shipped anywhere, anytime.

MOUTHWATERING MEALS

Shopping can work up quite the appetite, and luckily the Harrisonburg-Rockingham area has an eclectic assortment of places to dine. In January 2014, Harrisonburg was named the

first Downtown Culinary District in the state of Virginia. From locally owned hot spots to popular chain restaurants, there is always a place that has plates to please the palate.

"Harrisonburg is a destination for craft beer lovers, voted Best Beer Town in the Blue Ridge by Blue Ridge Outdoors magazine in 2013," says Jessica Williams, tourism public relations and social media specialist for Harrisonburg Tourism & Visitor Services.

There's no better illustration of that accolade than local favorite is Brothers Craft Brewing, which brings good times and top-notch beer to the table. Formerly known as Three Brothers Brewing, siblings Adam, Jason and Tyler Shifflett offer beer connoisseurs a wonderful and relaxing time. The taproom gives patrons a look into how the brewing process works while enjoying its 10 rotating draft selections.

Likewise, Jack Brown's Beer and Burger Joint features more than 100 craft beers on tap, and simple, yet mouthwatering Wagyu (Kobe) beef burgers to hungry customers.

"Many of the area's melting pot of restaurants also bring the farm-to-table philosophy to life with gourmet dishes from locally sourced ingredients," Williams says.

The restaurateurs at Chop & Grill House use produce fresh from local farms for their creative dishes. Offering flavorful appetizers, an extravagant blend of entrees, and decadent desserts, this is one of the best places in town to go for a taste of what the area has to give.

When residents or visitors want to feast on international

selections, BEYOND offers weekly drink specials, tapas, sushi and other Asian-infused classics.

RELAXING ACCOMMODATIONS

After an exciting day of finding great retail deals and feasting on some fantastic fare, it's time for a good night's sleep.

"We welcome visitors with unsurpassed hospitality," says Williams. "Our area's cozy bed and breakfasts bring luxury, and history to travelers. Our variety of trendy and comfortable hotels provide unique lodging experiences for weeklong vacationers, family travelers and group tours."

By the Side of the Road Inn & Cottages extends a cozy, intimate atmosphere for its guests. From romantic cottages to lavish suites, couples can enjoy cuddling by the fire or strolling about together throughout the picturesque property.

Candlewood Suites is 1 mile from downtown Harrisonburg and mere minutes from Interstate 81. Guests can enjoy wireless Internet, state-of-the-art health and fitness equipment, a business center, a 24-hour cupboard and more.

Holiday Inn Harrisonburg brings comfort and convenience for those staying in the area on business or pleasure. The site offers proximity to commercial entities, attractions and higher education institutions.

With all of these options and many, many more in the Harrisonburg-Rockingham area, the only challenge residents and visitors may face will be deciding which one to explore next. ▼ *By Mallorie Ann Ingram and Sarah Lancaster*

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