

Berkshire Pizzeria, Charlemont

Expansion Offers Outdoor Deck Seating, Plus - Live Music Most Weekends



For residents of the western hilltowns, being able to enjoy the simple pleasure of great pizza along with a cold bottle of beer used to mean a very long drive east or west. And, if you wanted to be able to eat it outdoors, you might as well pack an overnight bag.

Not any longer! Berkshire Pizzeria, one of the newer businesses to open in Charlemont over the past couple of years not only has delicious pizza and draft beer and wine, but just recently opened a huge, brand new deck in the back for outdoor seating. Diners can now enjoy their meal in the midst of mountain views and a long meadow stretching to the banks of the Deerfield River.

"People love to eat outside," says owner Greg Rowehl, of West Hawley. "And we've got outdoor seating on the deck right now for 48 people." Twelve brand new tables with umbrellas line the deck, with plenty of extra room for LIVE MUSIC, which is featured most Friday and Saturday nights!

The deck is not the only upgrade Rowehl has made to the building since moving in. The space, which had originally been a gas station, and then a pizzeria from 1986 on, had sat vacant for three years prior to its present incarnation as Berkshire Pizzeria.

"There was no good pizza up here, and I kept passing the building thinking it was a great location that could be renovated for

a few thousand dollars," says Rowehl, who has spent most of his career in restaurant management and commercial kitchen design. After securing the location, Rowehl removed the old carpeting, laid new tile flooring, renovated the bathrooms, installed new equipment, and decorated the dining room with knick-knacks, a vintage stove and a vintage map of Manhattan.

A former resident of Manhattan, Rowehl fell in love with western Massachusetts and bought a weekend home in Hawley in 1997. He moved up here permanently last September after the pizzeria had been open for six months and was doing well.

Rowehl's Manhattan roots are evident in the New York-style pizza he serves, which is thin-crust and baked in an ultra hot oven. Signature pizzas include "The Beast" (pepperoni, sausage, mushrooms, onions, roasted red peppers, broccoli, olives and cheddar cheese), and "The Berkshire" (spinach, pepperoni, mushrooms, artichoke hearts, tomatoes and fresh garlic). Other specialty pizzas include Veggie Pizza, Loaded Potato Pizza and Taco Pizza. "We use only the finest ingredients," says Rowehl.

In addition to the Signature Pizzas and the "Create Your Own" pizzas and calzones, Berkshire Pizzeria also offers a variety of subs, wraps, burgers, salads, hot wings, and also pizza by the slice, which is available until 4pm daily. For dessert, you can choose

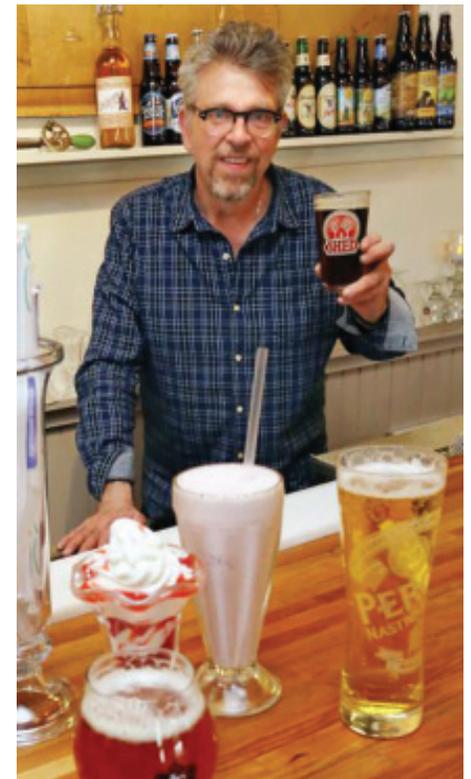
from cannolis, brownies, homemade cheesecake, and soft serve ice cream.

Berkshire Pizzeria is now also serving breakfast daily starting at 7:00am. You can choose from New York Bagels and Lox, Egg Scramblers, Breakfast Burritos and Breakfast Pizza by the slice.

Knowing that a lot of his take-out customers may have a twenty minute drive or more before getting their pizza home, Rowehl has many thermal bags on hand, which customers are welcome to use free of charge. "Once you use them, you see what a difference it makes. The pizza is still hot when you get home," says Rowehl. Customers are asked to return them as soon as possible, and according to Rowehl, "We've gotten most of them back."

Berkshire Pizzeria is located at 72 Main Street in Charlemont and is open every day from 7:00am until 9:00pm. The full menu is available online at www.BerkshirePizzeria.com. For take-out orders call 413-339-5501.

See Berkshire Pizzeria's ad on the front cover for a coupon for FREE Ice Cream!



Greg Rowehl, Owner of Berkshire Pizzeria