



the SHAD Connection

Shaker Square Area Businesses Face Quarantine Challenges

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The arrival of COVID-19 has changed Ohioans' lives more than any time in recent memory. We've learned about flattening the curve to slow the spread of coronavirus: wash your hands, wear a mask, keep your distance, avoid crowds. Older and immune-compromised shoppers have special hours carved out just for them in most supermarkets; those who are lucky to be able to work from home do so while homeschooling their children. Essential workers show up dutifully to care for us in hospitals, check out our groceries, clean the stores and hospitals, transport us on public transit and more.

But, for some small businesses, the pandemic has motivated innovation and creativity to change their business models to keep them afloat during the stay-in-place order. None have done this better than some of our own Shaker Square neighborhood restaurants and boutique shops.

Even before Governor DeWine's shut-down order was enforced, Brandon Chrostowski, ceo and director of Edwin's Leadership and Restaurant Institute, knew that it would spell trouble for his operations. "We thought of what to do before the closing was mandated. The state had planned on shutting restaurants down completely, but we kept in contact with the authorities, advocating for keeping restaurants open for take-out service – up until the day before the order was announced," says Chrostowski. "We trained our staff the next day, and everyone was ready to put our plan into action the following day when we closed our doors."

All of Edwin's operations, the restaurant, butcher shop and bakery made changes to fit the social-distancing orders. New menus were added at a new price point, for carry-out and delivery at the Shaker Square restaurant, attracting a new audience of patrons. They placed a grill in their front yard and began offering a range of fresh-off-the grill items and side dishes. A new concept of family dinners was added to the offerings, with different specials each day at \$40 for 4 dinners! Fine dining made affordable!

Chrostowski did not stop there. Days and hours of operation were changed to meet new demands of customers. Both Edwins Butcher Shop and Bakery on Buckeye Road offer take-out meals, breads and sweets. And to meet the shortage of products that couldn't be found in supermarkets, they added flour, yeast, bleach, and yes – even toilet paper -- to the shelves at the Butcher Shop.

The new models have paid off for Edwins. According to Chrostowski, “we're 52% busier than last year at both the restaurant and butcher, and we've hired 14 more people; we'll continue the 4 meals for \$40 specials after social-distancing eases up - it's been the biggest hit of all our changes.” Finally, the patio and indoor dining have re-opened for service. For information and reservations 216.921.3333 or check out their website, www.edwinsrestaurant.org.

The Three Aprons Bakery, run by baker/owner Kristi Ray and husband/business partner Oliver, has also made some quick changes to adapt to the new realities of shuttered restaurants and coffee shops. Known for pastries, quiche and Detroit-style pizza, they saw that they needed to change their focus to meet the needs of the public. Coffee and muffins weren't going to pay the bills, so they tweaked their hours of operation and stepped-up their pizza business. They set up a system for customers to order and pay in advance for curbside delivery of pizza, quiche and pastries. According to Kristi, “Now that restrictions are beginning to be lifted, we'll change our days to Wednesday through Saturday.” Oliver added that the shop will look a little different, with modifications inside to comply with new state guidelines. Contact them for hours and information at 216.810.6111 or www.the3aprons.com.

Shaker Square Dry Cleaning has stepped up to the plate to fill a void, too! Owner Elina Kreymerman saw that PPE (personal protective equipment), especially face masks were in short supply, so she whipped up some to donate to health care workers who needed them asap. She's also supplied some of the neighborhood restaurants as well. “At first we made them using elastic ties, but soon we ran out of elastic and could not find any. Then we bought ties to sew in, but ran out of them as well,” says Kreymerman. “Now our tailors are back at work and we're making them completely in the shop, with double ties. They're all cotton with a pocket for a filter; they can be laundered in the washer and dryer, too.” Call 216.751.3500.

Loganberry Books, a favorite browsing spot on Larchmere, may have closed their doors open to shoppers, but they provide online options to order books (loganberrybooks.com) and audiobooks (@librofm – choosing Loganberry as your store helps them earn some of the proceeds). According to Elisabeth Plummlee-Watson, communications manager, “Loganberry staff had a lot of discussion about creating a safe environment for customers early on. We decided to close to walk-in customers around March 12, and closed on March 16, a week before the stay-at-home order began. We have a large customer base in hi-risk categories and want to make the environment safe.”

Owner Harriet Logan has not slowed down her promotional activities; she's just moved them to a virtual space during coronavirus time. Loganberry hosted a writing contest for kids (theme: My Favorite Imaginary Creature), a virtual book launch with author Susan Petrone on Facebook Live, and a Bookmark Art Contest. Check out Loganberry's Facebook page to see what they're cooking up for reading fans next, or call 216.795.9800 for information.

Lisa McGuthry's [Our Favorite Things Boutique and Event Center](#) has expanded into the digital world of Facebook Live. She's been hosting online Pop-Up Shops where customers can view and shop fashionable clothing and accessories. The shop offers curbside pick-up at both the Larchmere location and the Box Spot on Kinsman.

Lisa described the new model, "We require customers to wear masks, and we have 8-hour hand sanitizer for them to use on entry to the shops. We have lots of masks and hand sanitizer for sale, too." When the stay-at-home order was declared she knew she had to come up with a plan to keep operating, "I thought hard about what to do, and prayed for ideas that would make the business work. It came to me to do a Pop-Up Shop because people weren't going out and it was important that people feel safe. I love to interact with customers and build relationships. These events help them to shop contact-free." Follow them on Facebook and call for days and hours of operation, 216.536.7928

Other Larchmere and Shaker Square businesses have adapted to the coronavirus isolation rules as well and, because the rules are a work in progress, we recommend that you call your favorite shops before you visit in person. Be sure to wear your mask and keep your social-distance when you visit. They'll be happy to hear from you!