



# HOLLY TRAIL

*Through Mendham*

**DECEMBER 7<sup>TH</sup>  
2024**

**SPECIAL EVENT:  
Annual Tree-Lighting  
Ceremony  
Gather at 4:30 at the  
Gazebo on Mountain  
Avenue**



A Cooperative Effort Between New Jersey Hills Media Group,  
the Mendham Business Association and the Mendham Recreation Department  
Observer-Tribune • West Morris Reporter

[www.newjerseyhills.com](http://www.newjerseyhills.com)

## SPECIAL THANKS

The Mendham Business Association would like to thank the Recreation Department, and especially Aubrey Egeter, for the refreshments and the Department of Public Works for all their help.

We would also like to thank the Mendham Fire Department for Santa and the fire truck.

We would also like to thank all the businesses in the Mendham Business Association who volunteered their time to make this day possible.

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# HOLLY TRAIL

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# PRESIDENT'S MESSAGE

With the holidays fast approaching, we need to continue to bring this country back to its roots... SMALL BUSINESS does that!

On behalf of the Mendham Business Association and the Mendham Borough Recreation Department, I would like to invite all of you to join us at Holly Trail 2024.

Visit with family and friends at any of the many events going on all day on Dec. 7. Candy, cookies and refreshments are being served at various businesses throughout town, at all of the banks in town and at many other locations.

Pictures with Santa will be held at the Phoenix House for you and your children. Read the list of events in this pullout for more information.

Many stores are serving goodies and running specials all day.

We finish up the day with the Christmas tree lighting and Santa at the borough field. The Mendham High School choir will perform.

Holly Trail is the beginning of the holiday season. Please support all the businesses in town. Put away the computer and shop from the people who support all your schools and organizations all year long. Keep our stores full. The Mendham Business Association promotes shopping locally because we know it supports our community.

Have a healthy and happy Christmas, Channukah and New Year.

### BOB DIFFIN

*President, Mendham Business Association*



## TREE LIGHTING

The tree lighting will take place on Saturday, Dec. 7 at 4 p.m. Please join us for the annual event at the gazebo on Mountain Avenue in Mendham. Santa will arrive on a fire truck and a raffle will be held.

## HOLLY TRAIL COMMITTEE

**BOB DIFFIN**  
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Santa Claus, a.k.a. Mendham firefighter Matt Marino and Bob Diffen, president of the Mendham Business Association, greet scores of residents who gathered in Borough Park for the annual Christmas tree lighting in the gazebo during a past event held in 2021.

# WELCOME TO HOLLY TRAIL

The Mendham Business Association and Mendham Recreation Department welcomes you to Holly Trail 2024.

We hope you and your family will enjoy the different events as listed in this paper on the Holly Trail.

It will take place on Saturday, Dec. 7.

At the end of the day, please join us for the annual tree lighting at the Gazebo on Mountain Avenue in Mendham at 4 p.m.

Santa will arrive on a fire truck.

There will be doughnuts and hot chocolate for all.

There are many events throughout the day. For a complete list see page 5 or you can also call Bob at Mendham Jewelers at (973) 543-7833 for information.

The Phoenix House will host pictures with Santa. Take your children and receive a picture with Santa.

These are only a few of the events.

Refreshments are at Weichert Realtors, Provident Bank, Mendham United Methodist Church, and St. Mark's Episcopal Church.

For all those who are not familiar with the Mendham Business Association, here are some of the things we do for the community.

The Mendham Business Association sponsors the Chris Franklin Memorial Scholarship Golf Outing each October to raise money for scholarships to benefit high school seniors in the Mendhams.

The association supplies the Christmas/holiday flags and banners around town and also the decorations at the Gazebo and at the traffic light.

The association is always looking for ways to make Mendham a better place to live and shop.

The Mendham Business Association was formed to help promote business in Mendham and also to make Mendham a better community. If you are a business in the Mendhams, please consider joining.

We welcome home-based businesses.

We have monthly meetings.

Our website is set up with all the businesses on it.

We have more than 80 members.

Our website is: [www.mendhambusiness.com](http://www.mendhambusiness.com).

To join, visit the Mendham Business Association website or please contact Bob Diffen at Mendham Jewelers at (973) 543-7833.

Have a very Merry Christmas and enjoy your holidays!

**BOB DIFFEN**

*President, Mendham Business Association*

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**The Mendham Business Association is always looking for ways to make Mendham a better place to live and shop.**

# Happy Holidays

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# HOLLY TRAIL FREE FESTIVE EVENTS, SATURDAY, DECEMBER 7



Photo by P.C. Robinson

From left, "Elves" Dan Swift, Matt Dilorio and Bradley Cavuto pose with the Santa himself, a.k.a. Matt Marino, during Christmas tree-lighting ceremonies at the Gazebo in Mendham's Borough Park at the Holly Trail event a few years ago. All are members of the borough's fire department. The lighting concluded the day-long annual "Holly Trail" throughout the borough that was sponsored by the Mendham Business Association. The day's events included visits with Santa at the Phoenix House, kids games and scavenger hunts at various stores downtown, a Giving Tree for donations to needy families, and free libations of hot chocolate and treats at participating businesses.

**Mendham Jewelers**, Shopping Center  
Children can pick up their list for the "Where's Santa" Contest here

**Wells Fargo Bank**, Shopping Center.  
Hot chocolate, cookies.

**Phoenix House**, Hilltop Road  
Pictures with Santa and cookies from 11am to 3:30pm.

**Mendham United Methodist Church**  
11 a.m., noon and 3:30 p.m. Bellingring concert. Hot cocoa, coffee, tea, and cookies.

**Mum's Thrift Shoppe**  
Open 11am-2pm

**Weichert Realtors**, 21 West Main St.  
Hot Chocolate and Cookies served.

**Provident Bank**, 95 East Main St.  
Take out Where's Santa. Refreshments and goodies for kids 9-12 p.m.

**Peapack Gladstone**, 17 East Main St.  
9-12 p.m. Refreshments and goodies for kids.

**Mendham Creamery**, 2A Hilltop Road  
Offering free cup of ice cream for kids.

**St. Mark's Episcopal Church**, 9 East Main St.  
Refreshments will be served.

**Mendham Garden Center**  
Serving Hot Apple Cider all day

**Coldwell Banker Realty**, 106A E Main St.  
"Take a picture with Santa for PETS" from 10-noon. They will be giving out animal treats, human cookies, and hot chocolate.

**Mendham First Aid Squad** 24 E. Main St.  
Hot cocoa and cookies, kid activities, tour an ambulance, meet an E.M.T.

## Saturday, December 7<sup>th</sup> HOLLY TRAIL

MBA

Aesthetic Image Dentistry  
Angela London Hair Studios  
Audi of Mendham  
Bailey Funeral Home  
Coldwell Banker Realty  
Cross Country Mortgage  
Dante's Italian Ristorante  
Edward Jones Investments  
EMES in Life Safety  
Foerster Landscape, Inc.  
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Maplecrest Ford  
Mendham Auto Body  
Mendham Bagel  
Mendham Borough  
Mendham Eye Care  
Mendham Garden Center  
Mendham Jewelers  
Mendham UPS  
New Jersey Hills Media Group  
The Black Horse Tavern & Pub  
The Olive Group, LLC  
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Simple Coffee  
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Vijay Sammy, CPA  
Village Wine & Liquors  
Weichert Mendham  
Wells Fargo Bank  
Wicker Basket Inc.

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Vice President, Greg Bock  
Secretary, Heather Holzwarth  
Treasurer, Tony Sarno

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Grace Lutheran Church  
Mendham Borough Library  
Mendham Borough Police  
Mendham TV  
Mendham United Methodist Church  
St. Joseph Church  
St. Mark's Church  
Sisters of Christian Charity  
SNAP-HOST

Mendham Business Association and the Mendham Recreation Department

# KICK OFF THE HOLIDAYS WITH A FESTIVE COOKIE RECIPE

When we think about the holidays, a lot of the special moments we remember most fondly from years past involve sharing food with loved ones — from festive cookie exchanges to the scents and smells of family-favorite dishes and desserts, to warm beverages on cold nights.

That's why McCormick is dishing up these cooking tips for creating special moments:

- Incorporate seasonal herbs, spices and seasonings like sage, pumpkin pie spice, cinnamon and nutmeg into your cooking and baking to provide long-lasting fresh flavors, vibrant colors and appetizing aromas.

- Use ready-to-make dry recipe mixes, such as turkey or brown gravy, to easily create perfectly blended flavors for sauces that elevate your holiday meals.

- Rely on extracts like pure vanilla and peppermint to enhance the flavors and aromas of holiday treats.

This holiday season, the McCormick brand is also going on a virtual quest for the best holiday cookie recipe through the McCormick Cookie Quest contest. If you have a win-

ning cookie recipe, consider joining in the fun. Official Rules and entry instructions can be found by visiting: [mccormick.com/cookie-quest-terms-and-conditions](http://mccormick.com/cookie-quest-terms-and-conditions). [NO PURCHASE NECESSARY. Starts 11/19/24; ends 12/8/24. Sponsor: McCormick & Company.]

In the spirit of the virtual cookie recipe exchange, McCormick is partnering with famed bakery Milk Bar and its rule-breaking, award-winning founder and CEO, Christina Tosi, to create and share Milk Bar x McCormick Candy Cane Pretzel Bark Cookies. On Dec. 4, which is National Cookie Day, select Milk Bar locations in New York City, Los Angeles and Washington, D.C. will give away these scrumptious cookies to the first 100 customers, while supplies last. The limited-time cookie will also be on sale at select locations starting on National Cookie Day through December 31. And as part of the collaboration, McCormick and Milk Bar are also sharing the recipe, so you can make these delectable cookies at home!

## Ingredients:

**2 sticks (1 cup) unsalted butter, softened**  
**3/4 cup granulated sugar**  
**1/2 cup light brown sugar**

**1 large egg**  
**1 teaspoon McCormick Pure Peppermint Extract**  
**1/2 teaspoon McCormick Pure Vanilla Extract**  
**2 cups all-purpose flour**  
**1 teaspoon kosher salt**  
**1/2 teaspoon baking powder**  
**1/4 teaspoon baking soda**  
**2 cups white chocolate chips**  
**1/4 cup plus 3 tablespoons McCormick Candy Cane Sugar, divided**  
**1 1/2 cups mini pretzels**

## Directions:

1. Preheat oven to 350 degrees F. Spray two half-sheet pans with no-stick cooking spray or line with parchment or silicone baking mats. Mix butter and sugars in large bowl with heavy spatula for about 2 minutes until well blended. Add egg and extracts, stirring until combined and fluffy, about 1 minute.
2. Mix flour, salt, baking powder and baking soda in medium bowl. Add dry ingredients to butter and sugar mixture, stirring just until combined. Stir in white chocolate chips, 3 tablespoons of the Candy Cane

Sugar and mini pretzels, mixing until evenly blended.

3. Place remaining 1/4 cup Candy Cane Sugar in medium bowl. Use a 1/3-cup measuring cup or 2 3/4-ounce cookie scoop to portion dough into balls. Toss dough balls in Candy Cane Sugar to coat and place 2 to 3 inches apart on prepared baking pans.
4. Bake 8 to 10 minutes, until edges are golden brown. Cool completely before serving.

Tip: Can't get your hands on McCormick Candy Cane Sugar? Increase McCormick Peppermint Extract to 1 1/2 teaspoons, stir in 2 tablespoons of red colored sugar along with the chocolate chips, then use 1/4 cup red colored sugar to roll cookies before baking.

"The holiday season is all about sharing. That's why we're so excited to share one of our favorite holiday cookie recipes and encourage creative bakers all around the country to do the same," says Giovanna DiLegge, vice president of Marketing, North American Consumer at McCormick.

*This article was contributed by StatePoint.*



*You're Invited to Ring in the Season  
and Join in the Holiday Cheer!*

MENDHAM UNITED METHODIST CHURCH  
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COMMUNITY HOLIDAY CONCERT  
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3:00-4:00 pm  
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TREASURES AND CHRISTMAS DECORATIONS\*\*



McCormick is partnering with famed bakery Milk Bar and its rule-breaking, award-winning founder and CEO, Christina Tosi, to create and share Milk Bar x McCormick Candy Cane Pretzel Bark Cookies



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For The*

**ANNUAL  
HOLLY TRAIL  
COMPLIMENTARY  
COOKIES  
& PHOTOS  
WITH SANTA**

**RESERVATIONS  
REQUIRED**



**The Borough Of Mendham  
Historic Phoenix House  
Saturday~December 7th,  
2024  
11 AM-3:30 PM**



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