

HOLLY TRAIL

Through Mendham

DECEMBER 6TH
2025

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

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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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 2025. Visit with family and friends at any of the many events going on all day on Dec. 6. 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



Saturday, December 6th

HOLLY TRAIL

Aesthetic Image Dentistry

Angela London Hair Studios

Audi of Mendham

Bailey Funeral Home

Coldwell Banker Realty

Dante's Italian Ristorante

Edward Jones Investments

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Foerster Landscape, Inc.

Grant Homes Mendham LLC

Hand in Hand Chiropractic

Jockey Hollow Dentistry

John E. Vitale Esquire

J. Walker Studio Salon

Loving Hearts Embroidery

Lumious by Lucia

Maji Hair Design LLC

Maplecrest Ford

Mendham Auto Body

Mendham Bagel

Mendham Borough

Mendham Eye Care

Mendham Garden Center

Mendham Jewelers

Mendham UPS

Morris Eye Associates

New Jersey Hills Media Group

The Black Horse Tavern & Pub

Olivera Hair

Pat Serrano

Peapack-Gladstone Bank

Peggnnet Computers

Power Pro Computers

Provident Bank

Robinson’s Wellness Pharmacy

Robyn R. Maka

Simple Coffee

Sinzer Agency

Stephanie Blum Photography

Turpin Real Real Estate Inc.

Vijay Sammy, CPA

Village Wine & Liquors

Weichert Mendham

Wicker Basket Inc.

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Treasurer, Tony Sarno

HONORARY MEMBERS
Community of St. John Baptist
First Presbyterian Church of Mendham
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

HOLLY TRAIL FREE FESTIVE EVENTS, SATURDAY, DEC. 6

The following businesses are participating in the Where's Santa scavenger hunt:

Mendham Jewelers, 88 East Main Street

Children can pick up their list for the "Where's Santa" contest here.

Phoenix House, 2 West Main Street
Pictures with Santa and cookies from 11 a.m. to 3:30 p.m.

Mendham Library, 10 Hilltop Road
Holiday craft to-go kit available for kids from 10 a.m. to 2 p.m.

Historic holiday house tour (ages 12 and up) from 11 a.m. to 3 p.m. Costs \$50 per person.

Angela London Hair, 2 East Main Street

Raffle for families, candy, small presents and more goodies

Luminous by Lucia, 2 Hilltop Road
Hot chocolate bar; opens at 11 a.m.

Hand in Hand Chiropractic, 106 East Main Street

Coldwell Banker Realty, 106 East Main Street

Take a picture of your pet with Santa from 10 a.m. to noon.

Dante's Ristorante, 100 East Main Street

Opens at 11 a.m.

Provident Bank, 95 East Main Street
Open until 1 p.m.

Mendham Bagel, 88 East Main Street
Open until 2 p.m.

The UPS Store, 88 East Main Street

MaJi Hair, 88 East Main Street

Wells Fargo Bank, 88 East Main Street
Open until noon.

Chapter One Book Store, 88 East Main Street

Opens at 10 a.m.

Wicker Basket Deli, 88 East Main Street
Open until 2:30 p.m.

Grace Lutheran Church, 65 East Main Street

Hot chocolate bar

Mendham First Aid Squad, 24 East Main Street

Decorate holiday cards for U.S. service personnel and host chocolate from 11 a.m. to 3:30 p.m.

Peapack-Gladstone Bank, 17 East Main Street

Open until noon.

Mendham Mathnasium, 15 East Main Street

Mendham United Methodist Church, 10 East Main Street

Saint Mark's Church, 9 East Main Street

Peggnat Computers, 4 East Main Street

Olivera Hair, 4 East Main Street

J.A. Morey Artisan Chocolate, 2 East Main Street

Opens at 11 a.m.

Black Horse Pub, 1 West Main Street

Opens at 11 a.m.

Sapori D'Italia, 7 West Main Street

Opens at 11 a.m.

Mendham Garden Center, 11 West Main Street

Serving hot apple cider

Simple Coffee, 15 West Main Street

Weichert Realtors, 21 West Main Street
Crafts and refreshments

Mendham Creamery, 2 Hilltop Road

Ice cream; opens at noon



Photo by Tina Deangelis

Mendham's Holly Trails drew the Mitchell family of Chester to enjoy having their photos taken with Santa at Phoenix House on Saturday, Dec. 7, 2024. With Santa are, front row, from left, Luna, Katie, mom Natalie and Joey; back row, from left, Annie, Lucy, dad George, Ruby and Charlie.




Breathwork.
Movement. Fashion.
Connection



2-A Hilltop Road
Mendham, NJ
luminousbylucia.com






Worship Time

Sundays at 9:30 to 10:30 am.

Parking in rear.

10 E Main St, Mendham, NJ 07945

(973) 543-6376

mendhamumc@gmail.com





WELCOME TO HOLLY TRAIL

The Mendham Business Association and Mendham Recreation Department welcomes you to Holly Trail 2025. We hope you and your family will enjoy the different events as listed in this paper on the Holy Trail. It will take place on Saturday, Dec. 6. 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 3 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, Grace Lutheran Church, Mendham First Aid Squad, Mendham Garden Centers, Angela London Hair and Luminous by Lucia. 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. To join, visit the Mendham Business Association website or please contact Bob Diffin at Mendham Jewelers at (973) 543-7833.

Have a very Merry Christmas and enjoy your holidays!

BOB DIFFIN

President, Mendham Business Association



Photo by Tina Deangelis

Lighting the Christmas tree in Mendham's Borough Park caps the borough's annual Holly Trails event on Saturday, Dec. 7, 2024.

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We welcome you to Angela London Hair Studio, conveniently located in the heart of the beautiful and historic town of Mendham, NJ. Our mission is to provide our clients with an inspired and personalized hair experience that is both unique and transformative.

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Our Services

- Blonde & Balayage Specialists
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- Conditioning Treatments



SIT, STAY & SMILE
PET PHOTOS
WITH SANTA
Saturday, December 6th
10-1
COLDWELL BANKER REALTY
106A East Main Street, Mendham
Hosted by
Greg Brozowski
Susan Prisco
Ellen Kiser Gordon

HAPPY HOLIDAYS

DANTE'S
RISTORANTE
PIZZERIA | CATERING | TAKE OUT | FINE DINING
973-543-5401
100 East Main Street • Mendham
(next to Ford Dealership)
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COVID AND YOUR LOYALTY FOR OVER 30 YEARS" ~Tony and Lisa

Edward Jones

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FAX 973-543-2305

176 MAIN STREET
P.O. BOX 336
PEAPACK, NJ 07977
908-234-0590

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973-813-3326

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*Please Join Us
For The*

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

**RESERVATIONS
REQUIRED**



**The Borough Of Mendham
Historic Phoenix House
Saturday, December 6th, 2025
11 AM-3:30 PM**



**2 West Main Street
Mendham, NJ 07945
973-543-7152
mendhamnj.org**





Mendham Jewelers

*Quality Because
We Care!
973-543-7833*

