



Portfolio

By Abby Roche

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Self Evaluation

Throughout this class, I have really challenged myself to learn about a new software and I would say that I have learned a lot. My work for this course was all very representative of my personality and design preferences. I always pushed myself to go beyond the requirements of the assignment and create something I was proud of. By attending class each week, I was able to discuss my designs as well as my classmates' which definitely helped me throughout this class. I even went on Zoom with another classmate in my group to show her some of my techniques on InDesign. I have achieved a new understanding of design, what my preferences are, and stronger confidence in my InDesign knowledge. I think based on my participation, effort, and achievements in this course, that I deserve an A. I really enjoyed every project I worked on and am excited to continue to learn more about integrating writing and design on InDesign and other Adobe Creative Suite platforms.



Invitation

When I first made my invitation I didn't know much about InDesign, but throughout this class, I learned more which is best reflected in my invitation. My original color palette was very muted and it overall lacked small details that exemplified the event. The event was a roommate game night and I originally used a muted blue and khaki for the event details. I changed the color palette so it was more eye-catching and fun like the event would be. Also, I added more details to my invitation. During the class discussion, someone suggested adding the last suit for cards (clover) with the details about bringing something to the event. I also curved the Scrabble pieces so they looked more like Scrabble pieces. Since this was one of my first projects, I would say that the biggest challenge I faced was understanding what I could do with InDesign. I am happy with the revised invitation I made.



You're Invited to Roommate

G A M E N I G H T



When

June 27, 2021, at 7:30 - 9:30 pm



Where

The Family Room



What To Bring

Your Favorite Snack and Drink



RSVP

Abby Roche at (610) 314-1599

Resume

While we were having classes in person, I used to spend a lot of time at the Career Center crafting my resume. This was the assignment that I was the most confident in for my final portfolio. I was most confident in the writing and establishing a personal brand for myself. For the revision, I removed the green and pink colors since they could have been distracting while reading through my resume. I realized the focus should not be on the colors, but on my work experience. I also didn't know that it was possible to create a resume in InDesign. One challenge I faced with this project was balancing personal branding with the resume itself. In my second attempt, I think I balanced these factors much better.

Abigail Roche

Digital Media Professional

Career Summary

I am a digital media professional with a passion for branding, marketing, and content creation. I create innovative ideas to increase efficiency and drive traffic for my team.

Academic Background

University of Pittsburgh

Bachelor of Arts in Media and Professional Communications (Digital Media)

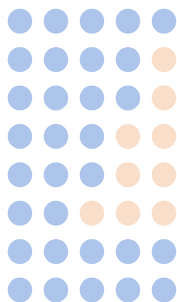
Expected Graduation: December 2021

Cumulative GPA: 3.78

- Corporate & Community Relations Certificate
- Dean's Lister, 2018-Present
- Phi Sigma Pi Vice President & PR Chair
- Enactus Recruitment Chair
- Member of Phi Eta Sigma

Skills

Content Creation
Brand Strategy
Competitor Analysis
Creative Writing
SEO
Web Design
Social Media Management
Customer Service



Contact Information

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610.314.1599

www.abigailroche.com



Professional History

Marketing Assistant, Big Barker

October 2016 - April 2018; June 2020 - Present

- Develop and manage social media campaigns among Facebook, Twitter, and Pinterest to promote the Big Barker brand and increase engagement
- Create marketing collaterals for blog posts, SEO plan, and public relations strategy
- Develop Help A Reporter Out (HARO) program to increase press coverage
- Grew Twitter following by 72% and more than doubled the amount of website traffic received from Pinterest over the first 12 months

Marketing & Production Intern, The Brava Podcast

March - September 2020

- Collaborated with podcast creator to generate brand marketing, social media strategy, and schedule guests
- Aided in the creation of the #BravaCityGuide to support women-owned businesses during the COVID-19 pandemic through community outreach and distributing press releases

Food & Beverage Cast Member, Walt Disney World®

August 2019 - January 2020

- Worked in quick service roles at Disney Theme Parks, which often surpassed over 40,000 guests in attendance
- Recognized by guests, leaders, and peers for high levels of service

Marketing Strategy Intern, CSC

June - August 2019

- Completed competitive analysis to show new marketing opportunities for CSC
- Developed digital advertising campaigns that drove results for the CSC brand and ensured core messaging was aligned to increase sales

Leadership Experience

Vice President, Phi Sigma Pi

April 2020 - April 2021

- Managed nine Executive Council members to aid in organizing community outreach and brotherhood development events

Design-Only Spread

This was the first time that I created a spread and it was definitely good practice for my How-To spread. This project definitely needed the most attention while revising. At the time, I thought that establishing variety would be better for an assignment like this. However, throughout this course, I have learned that it's important to create consistency in terms of paragraphs and writing for spreads. I revisited my design and created three columns for the writing. I think this enhanced my design and would make it easier to read. Additionally, I added more spaces between the longer paragraphs so it would also be easier to read. I maintained the variety in my design by changing up the style of the subheadings while keeping the fonts consistent, so it would be easy to understand the next paragraph to read. Also by using a large letter to begin each section, the readers will be able to follow the spread. The biggest challenge I faced during this project was establishing consistency while also using variety to create an interesting design but I was able to learn from this experience.

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Explore Pittsburgh

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By: Abby Roche

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Sustained Argument

This is the project that I was the proudest of. I am usually a person that keeps my opinions to myself so creating an argument for anything often feels daunting. Yet, I was able to communicate the importance of making sustainable changes that would not overwhelm the lifestyle of college students. Through my use of statistics and conversational writing, I was able to create an argument that pressured college students to make a change by showing how easy (and beneficial) these changes are. One challenge I faced was ensuring that the color panels helped lead the readers through the argument. During the revision process, I decided to use more color rather than white. I really liked my color palette which I wanted to use to divide up the different parts of the argument. Now, each part is a color panel so readers can follow the writing easily. I also think the fun colors will attract the attention of my target audience, college students. I learned more about how to have the text form around different elements (like the leaves) to also add to the design. I am very proud of the design and writing I created.

Why You Should Live Sustainably (& Tell Your Friends Too)

June 13, 2021

The discussion surrounding the environment has been one that is, for lack of a better term, “heated.” In 2021, there are still people who discuss climate change as a joke or question the validity of the statement. In fact, the Pew Research Center found that 39% of Americans believe climate change poses a minor (23%) or no threat (16%). However, climate change is not a laughing matter as the effects of climate change could lead to increased temperatures, health impacts, famine, flooding, and so on. Therefore, this environmental crisis has signaled the importance of living sustainably and changing our habits to slow down the effects of climate change.



What is Sustainability?

Simply put, sustainability is the practice of maintaining your needs while acting in the environment's best interest. According to the United States Environmental Protection Agency, sustainability is based on the principle that what we need to survive and live well depends on the environment. Other organizations like the UN World Commission on Environment and Development also describe sustainability as when the needs of the present do not compromise the survival of the future generations. Regardless, there are ways that people can live more sustainably that will help the environment.

Fast Facts

According to the *50 Facts for 50 Years by Sustainability at Georgetown University*:

1. The US makes up only 5% of the world population, but it throws away enough plastic bottles in a week to encircle the Earth 5 times!
2. The U.S. is the #1 trash-producing country in the world at 1,609 pounds per person per year. This means that 5% of the world's people generate 40% of the world's waste.
3. The average college student produces 640 pounds of solid waste each year, including 500 disposable cups and 320 pounds of paper.

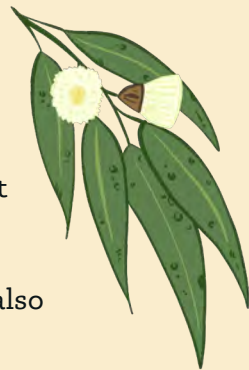
Some choices can be made to limit one's carbon footprint, so let's break down some of the choices you can make to help the environment.

Small Changes in Your Home

Whether you live in a dorm, off-campus, or at home, your home is the best spot to start reducing waste and living more sustainably. From buying more decomposable products to using reusable items, to reducing waste, you can begin to decrease your carbon footprint.

Reduce Food Waste

Another simple way to reduce your carbon footprint is by reducing your food waste. One simple way to start reducing food waste is buying food that you are sure you will eat so you throw out less food. Not only will this save you money in the long run, but it will also decrease the food waste in landfills.



If you wanted to take that a step further, then composting may be for you. Composting is the decomposing of materials, such as fruit, vegetables, or paper products, into a fertilizer. To start composting, you have a couple of choices to start. You could get your own compost bin and maintain it yourself or you could find a compost center and bring your food scraps there. The easiest way to compost at Pitt would be to bring your food scraps to one of the many green compost containers located around campus.

Green Tip

The easiest way to keep food scraps from smelling up your kitchen or dorm is to keep a container for compost in the freezer. Once the container is filled with food scraps, compost them accordingly.



Compost Guidelines

Buy Reusable & High-Quality Products

Rather than using one-time items, like paper towels or cleaning products, it's better to invest in high-quality products that will last longer. Not only will investing in reusable products save resources, but you'll save money too. For example, Net Zero Co. estimates that "Americans [are] using around 13 billion pounds of towels annually—that is equivalent to throwing out around 270 million trees every year!" However, buying reusable paper towels instead of continuously buying paper towels could help.

The following are other products that could help you reduce waste in your home:

Waterbottle

The Biofriendly Planet estimates that if you drank 8 plastic bottles of water a day (as recommended) it would cost about **\$1,800 a year!** With water stations around campus, this is an easy swap.



Reusable Bags

According to the Center for Biological Diversity, it **takes over 1,000 years for plastic bags to decompose** which become microplastics that absorb toxins and continue to add to pollution.



Reusable Coffee Pods

According to the Story of Stuff Project, "the amount of K-Cups trashed into landfills as of today could wrap around the planet **more than 10 times!**"



Bamboo Cutlery Set

"Some estimates put the number of individual plastic utensils wasted at 40 billion per year in the United States alone" as stated by Forbes. Try to switch to reusable cutlery next time you get food on the go.



Bamboo Toothbrushes are just one of the many switches you can make

More Sustainable Swaps

Whether you are living on- or off-campus, there are ways that you can make the switch to environmentally-friendly products. For example, everyone needs to do laundry... but did you know that there microplastics in your laundry detergent? According to Columbia Climate School, there are "over 2.5 million microbeads per a load of laundry." Switching to a plastic-free laundry detergent could greatly decrease your carbon footprint.

If you are living off-campus, one environmentally-friendly switch would be to use LED light bulbs. The Consumer Energy Alliance stated that benefits include "increased energy efficiency, lower electric bills, a longer bulb life, and a better and safer light source overall." With those benefits, making the switch to an eco-friendly product is a no-brainer.

If you enjoy shopping, try shopping second-hand rather than contribute to fast fashion. Not only can you get some great products, but you could also support your community by shopping at locally-owned thrift stores.

Take these products into consideration and take some time to research other eco-friendly swaps you can make in your life. Not only is it more cost-effective and requires lower maintenance, but it's better for the Earth.

Small Changes Outside

Your environmental impact can go further than just your house. Take your environmental impact outside! Whether you decide to volunteer, pick up trash you see on campus, or use reusable items, there are some simple changes you can make that would help the environment.

Carpooling & Public Rides

The Rideshare Company estimates that “The US could save 33 million gallons of gas each day if the average commuting vehicle carried one additional person.” If you are a student with a car on campus, consider driving with additional people. Not only can you save on gas, but it will benefit the environment.

If you are a student that doesn't have a car on campus, you can turn to public transportation! Did you know that your Pitt ID acts as a bus pass? Simply board a Port Authority Bus and scan your ID. Now you can explore Pittsburgh without wasting your money on gas and limiting your greenhouse gas emissions.



Learn How to Recycle

Fun fact! You can't recycle everything, so it's important to review recycle guidelines for wherever you're living. At the University of Pittsburgh, you can recycle paper, metal, plastic, and glass. Before recycling, remember to always rinse out your containers of any food waste or chemicals.

There are some absolute no's when it does come to recycling including, aerosol cans, grocery bags, batteries, pizza boxes, and styrofoam to name a few.

Small Changes to Your Diet

Go Vegan

Choosing to be vegan can have serious benefits for the environment. For example, “research shows that one person going vegan can save over 200,000 gallons of water a year” according to Future Kind. Among the other benefits, a vegan lifestyle can directly benefit your health. Healthline discusses benefits including, excess weight loss, increases in nutrients, and lowering the risk of heart disease. Check out VeganPittsburgh.org to find vegan restaurants in Pittsburgh. There are also lots of recipes online that would make the switch to veganism much easier.

Go Vegetarian

If veganism is too much too fast, then you should consider trying vegetarianism. There are similar benefits to becoming a vegetarian as a vegan. Also, the Vegetarian Society states that “eating a veggie diet means 2.5 x fewer carbon emissions than a meat diet.”

These small changes could help make a serious impact on the environment. It's important to consider making these changes because our world depends on us making such changes. There is no Planet B so make the switch today.

Acknowledgments

Written by Abby Roche

Contributors:

- Pew Research Center
- The United States Environmental Protection Agency
- UN World Commission on Environment and Development
- Georgetown University
- Net Zero Co.
- Biofriendly Planet
- Center for Biological Diversity
- Story of Stuff Project
- Forbes
- Columbia Climate School
- Consumer Energy Alliance
- The Rideshare Company
- Future Kind
- The Vegetarian Society

Self-Defined Project

This project was the one that I worked the hardest on and I am extremely proud of what I created. I am from Kennett Square and I thought that this cute town could use a guide to visiting Kennett Square. I challenged myself by using a three-column design (that I haven't used before the revision process) and really like how the design turned out. I think it's easy to read and navigate and communicates everything that the town has to offer. I also think it would have been easy to stop once I wrote 1,800 words, but instead, I decided to create a complete guide to Kennett Square. I'm also proud of the writing since it exemplifies the friendly and small-town brand of Kennett Square. There were not any branding guidelines for my town so I was able to create a brand with the fonts, color palette, etc which was really fun. I learned how to establish a brand and color story with this project as well as try out new techniques that established consistency and fun.



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Visit Kennett Square

By Abby Roche



Nestled in Chester County sits the small town of Kennett Square, Pennsylvania. With the unique offerings, interesting history, and eclectic community, this is a must-stop for people looking to slow down and enjoy the charm of a small town.

About Kennett Square

Kennett Square is the most known for being the “Mushroom Capital of the World” due to the steady production of mushrooms year-round. In fact, Kennett Square is responsible for the production of over 500 million pounds of mushrooms a year. Some of the most popular mushrooms include Shiitake, Oyster, and Crimini.

This small town is also incredibly diverse. According to the 2010 Census, the Kennett Square borough was 43% White (non-Hispanic), 7% Black (or African American), 0.4% Native American, 0.8% Asian, and 49% Hispanic (or Latino). This diversity is reflected in the community and culture of this small town through the events, food, and people’s character.

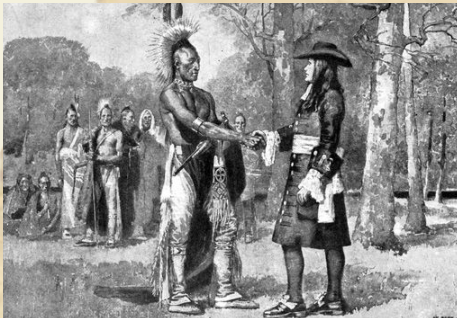
Kennett Square is also home to several unique shops, restaurants, and beautiful sites. It’s the ideal spot to slow down and enjoy the charm of a small town.



History of Kennett Square



Kennett Square is best known as the land of William Penn who conveyed the land and gave it to his children, named William Jr. and Letitia.



Originally, Kennett Square was the home of the Indigenous people of Lenape before settler, Francis Smith, developed the township. Smith suggested the name of Kennett in honor of his home in England. A majority of early settlers of Kennett Square were English Quakers who opposed wars as well as farmers who used the fertile soil to produce diversified agricultural activities.



In February 1705, the Kennett Township was first mentioned when the Township constable, Henry Pierce, went to court. In 1770, there was a petition to divide the Kennett Township for better representation. The petition demanded that the township be divided into East and West Kennett Township.

Preliminary fights of the Battle of the Brandywine happened in Kennett Square near the present-day Old Kennett Meetinghouse.



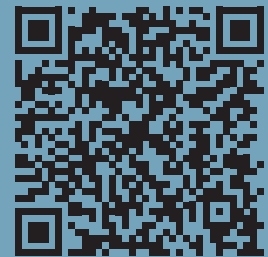
Firemen's Auditorium, Kennett Square

During the Civil War, the Quakers of Kennett Square were very devoted to the Underground Railroad efforts to help runaway slaves escape to Canada. Many of the farmhouses in the Kennett Square area have secret hideouts to hide runaway slaves as they continued North.



For more information about the history of Kennett Square, visit kennett.pa.us.

For Walking Tours to see the History of Kennett Square for yourself, visit historickennettsquare.com/about/history/walking-tour. Or scan the QR Code.



History of Kennett Square
Provided by



Where to Stay In Kennett Square

As you start to plan your trip to Kennett Square, it's important to find the perfect place to stay. Here are the top choices in the Kennett Square area based on the budget for your next trip.



Budget-Friendly Option

The Hilton Garden Inn Kennett Square

815 E Baltimore Pike,
Kennett Square, PA 19348

This hotel has several accommodations including a pool, patio, restaurant, and free parking. It's also within walking distance of the Schoolhouse Crossing Shopping Center. This is a great option to maintain a lower budget.

Est. Cost: Under \$100 per night



Top Rated Option

Inn At Mendenhall

503 W State Street
Kennett Square, PA 19348

This inn is highly rated for the service, rooms, and food. This spot has an old-world restaurant and bar as well as free parking and breakfast. This option is great just for the high ratings and service.

Est. Cost: Under \$150 per night



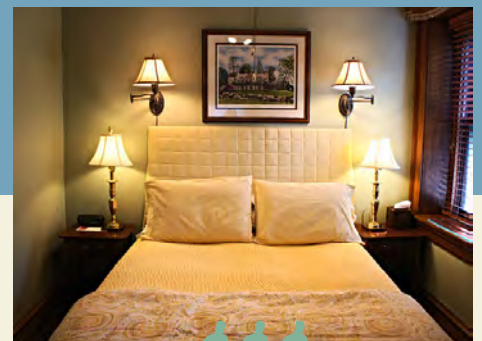
Small-Town Charm Option

Kennett House Bed & Breakfast

503 W State Street
Kennett Square, PA 19348

This B&B is located in the heart of Kennett Square. The quaint rooms have air-conditioning, great breakfast options, and complimentary Wi-Fi and toiletries, plus free parking. This is a great spot to splurge for your visit.

Est. Cost: Under \$200 per night



Kennett Square in Relation to...

King of Prussia Mall, PA – 33 miles

Philadelphia, PA – 38 miles

Hershey Park, PA – 82 miles

Delaware Beaches, DE – 99 miles

Washington DC, District of Columbia – 110 miles

New York City, NY – 134 miles



King of Prussia, PA

Just 45 minutes outside of Kennett Square is home to the third-largest mall in America. King of Prussia is a great stop for shopping and restaurants.



Hershey Park, PA

A great stop for chocolate lovers and adrenaline junkies. Hershey Park has over 14 roller coasters, sweet treats, and the Hershey Factory Tour.



Washington DC, District of Columbia

The White House, The Capitol Building, countless museums, and plenty of other sites are just some of the many reasons to check out Washington DC after your trip to Kennett Square.



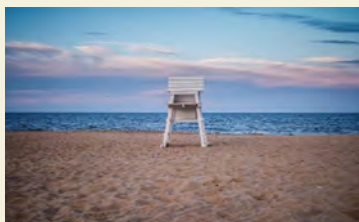
Philadelphia, PA

Whether you want to see the sites from American history, the Rocky statue, or want to try an authentic Philly Cheesesteak, Philadelphia has it all. It's a great place to check out after your visit to Kennett Square.



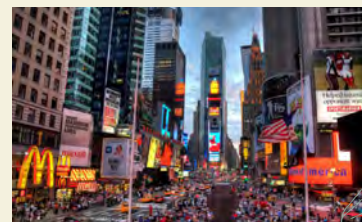
Delaware Beaches, DE

After a fun trip to Kennett Square, a stop at the beach may be the perfect way to conclude your vacation. The Delaware Beaches have state parks, the Boardwalk, and plenty more to explore!



New York City, NY

There's a reason why there are so many songs about New York... it's a must-see city. Just a short drive or train ride from Kennett Square to the Big Apple!

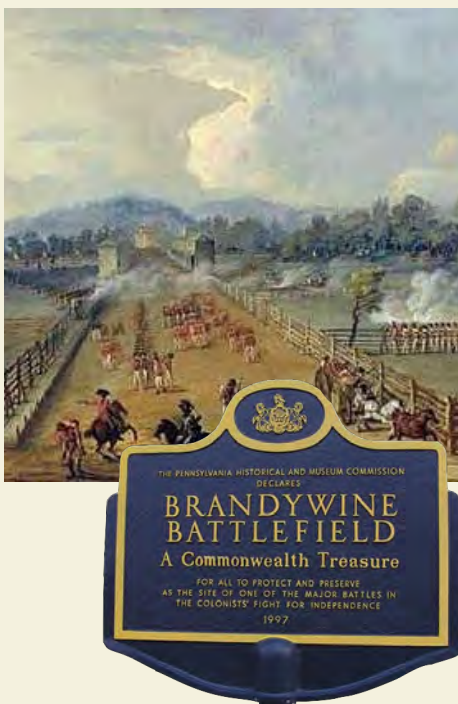


The Sites of Kennett Square

Kennett Square and the surrounding area are home to gardens, historical sites, and activities that are perfect for the whole family. Read through some of the potential sights you could visit on your trip.

Brandywine Battlefield

Take a walk around the field where the Brandywine Battle occurred during the American Revolution. This 52-acre park includes tours of the Benjamin Ring House (that functioned as Washington's HQ) and the Gideon Gilpin Home. Each ticket costs under \$10 a person for a trip to a part of American history. If you just wanted to walk through the grounds of the park, it is free admission. For additional information, visit brandywinebattlefield.org.



Longwood Gardens



Longwood Gardens takes up nearly 400 acres that are open to the public.

Attractions at Longwood include the Conservatory, the Peirce-du Pont House, the Webb Farmhouse and Galleries, The Terrace, Visitor Center, Treehouses, and Gift Shop. Whether you decide to explore all the attractions, enjoy the delicious food, or take a leisurely stroll in the Gardens, there is so much to offer.



There are also performances, fireworks, and fountain shows available throughout the year. To purchase your ticket in advance or for additional information, visit longwoodgardens.org.



Herr's Factory Tour

A tour that your taste buds will surely love. A trip to the Herr's Factory is a great way to not only taste a favorite snack of Pennsylvania, but to learn more about the history and Herr's creation process. The knowledgeable tour guides will share interesting information, show the technological feats of the factory, and give you plenty of samples of the product. Tours take up to an hour.

This incredible tour is just a short 20-minute drive outside of Kennett Square. The ticket price is under \$5 per person. For more information about booking a tour and other rules, visit herrs.com/visit-us.



Shopping in Kennett Square ➤

Shopping in Kennett Square

The fun shopping experience in Kennett Square will make you wonder how you have enjoyed shopping before your visit. Read about some of the unique shops that you can stop at for all of your Kennett Square mementos.

Clothing & Beauty Shops

No. 109 Shop

Women's Clothing Boutique,
109 W State St, KSQ

Green Eyed Lady

Women's Clothing,
100 State St, KSQ

Chantilly Blue

Women's Clothing,
117 W State St, KSQ

Penny Lane Emporium

Baby & Children's Clothing,
121 W State St, KSQ

Clean Slate Goods

Handmade Goods,
103 W State St, KSQ

Trail Creek Outfitters

Outdoor Clothing,
120 W State St, KSQ

Maura Grace Boutique

Women's Clothing Boutique,
101 W State St, KSQ

Take Care Apothecary

Health & Beauty,
131 State St, KSQ

Fab and Boujee Boutique

Women's Clothing Boutique,
106 W State St, KSQ

Jewelry Shops

Kennett Square Jewelers

Jeweler,
123 W State St, KSQ

Bove Jewelers, Inc

Jewelry Store,
124 W State St, KSQ



Bove Jewelers, Inc

Specialty Food Shops

Mrs. Robinson's Tea Shop

Tea Store,
129 State St, KSQ

The Mushroom Cap

Mushrooms & Gifts,
114 W State St, KSQ

Terra Olive & Balsamic

Gourmet Grocery Store,
116 W State St, KSQ

Country Butcher

Fine Foods Market,
145 S Walnut St, KSQ



The Mushroom Cap

Toy & Book Shops

The Growing Tree Toy Shop

Children Toys,
122 W State St, KSQ

The Kennett Bookhouse

Book Store,
130 S Union St, KSQ

Kennett Resale Book Shoppe

Used Book Store,
113 S Union St, KSQ



Kennett Resale Book Shoppe

Home Decor Shops & Art Galleries

Marche

Home Goods & Lifestyle,
123 State St, KSQ

Candle Studio 1422

Candles,
100 Sycamore Alley, KSQ

Holly Peters Oriental Rugs

Oriental Rugs,
109 S Broad St, KSQ

Artworks Fine Arts & Crafts

Art Gallery,
126 S Union St, KSQ



Antiquing in Kennett Square

Antiquing in Kennett Square

Kennett Square's historical background makes it a great place to shop for antiques. Just minutes away from the battlefields of the Revolutionary War and more, check out these antique spots.

Pennsbury-Chadds Ford Antique Mall

This antique mall has been open since 1975 and has over 100 dealers who provide quality antiques at reasonable prices. The mall takes up over 20,000 square feet between two floors.



There is a full list of offerings on their website for each vendor. Antiques range from books, chairs, luxury fashion items, art, furniture, jewelry, and other collectibles. Check out the full list at pcfantiquemall.com.

“This place is fantastic! So many great vendors with a ton of amazing items and fantastic prices.”

Local Guide

Brandywine River Antiques Market

This antique shop takes up an entire barn! Located on Route 1, this antique market has over 40 different dealers offering a selection of products from the 18th and 19th centuries. The friendly staff is knowledgeable and happy to help you find what you are looking for.

Examples of the Potential Finds



“Best find in Chester Country.”

Philadelphia Magazine

Located nearby is the Mushrooms Cafe which offers a delicious choice for breakfast and lunch. Plus, it has a great selection of mushrooms and specialty mushroom dishes. Definitely worth the stop! Check out the website to learn more about the different dealers, appraisals, and events, at brandywineriverantiques.com.



Food in Kennett Square



Food in Kennett Square

The foods of Kennett Square are delicious and exceptional in quality. Visit tastekennett.com for additional restaurants and food tours that you can take advantage of during your trip to Kennett Square.

Breakfast, Coffee & Bakeries

Keller's Eatery

Breakfast,
119 W State St, KSQ

Philter

Coffee, Espresso & Sandwiches,
111 W State St, KSQ

Talula's Table

Coffee, Bakery & Farm Table
Dinners,
102 W State St, KSQ



Talula's Table

Italian Restaurants

La Verona

Traditional Italian,
114 State St, KSQ

Byrsa Bistro & Pizza at Kennett

Mediterranean & Pizza,
127 State St, KSQ

Mexican Restaurants

Red Sombrero

Burritos,
879 E Baltimore Pike, KSQ

La Peña Mexicana

Traditional Mexican,
609 W Cypress St #3013, KSQ

El Ranchero Mexican Restaurant

Traditional Mexican,
305 W State St #3, KSQ

Michoacana Grill

Traditional Mexican,
201 S Union St, KSQ



Michoacana Grill

Asian Restaurants

Lily Asian Cuisine

Chinese, Thai & Japanese,
104 W State St, KSQ

Cafe de Thai

Thai,
420 W Cypress St, KSQ



Lily Asian Cuisine

American Restaurants

Verbena BYOB

Refined American,
102 State St, KSQ

Portabellos

New American,
108 State St, KSQ

Cafe Americana

American,
350 Scarlet Rd, KSQ

The Market at Liberty Place

Food Court,
148 W State St, KSQ

Sam's Sub Shop

Hoagies & Sandwiches,
329 State St, KSQ



Portabellos



The Market at Liberty Place

Bars & Wineries in
Kennett Square



Bars & Wineries in Kennett Square

Kennett Square has several bars, breweries, and wineries to explore and enjoy an “adult” drink. Read through some of the local drinking holes and enjoy the delicious food too. Be sure to drink responsibly!

Breweries

Kennett Brewing Company
Brewery,
109 S Broad St #2, KSQ

Braeloch Brewing
Brewery,
225 Birch St, KSQ

Victory Brewing Company
Brewery,
650 W Cypress St, KSQ



Braeloch Brewing

Bars

Liberty Place Pub
Bar,
148 W State St, KSQ

The Creamery
Bar,
401 Birch St, KSQ

Grain craft bar+kitchen
Gastropub,
108 W State St, KSQ

Giordano's
Bar & Grill,
121 W State St, KSQ

Letty's Tavern
Bar,
201 State St, KSQ



The Creamery



Grain craft bar+kitchen

Wineries

Galer Estate Vineyard & Winery
Winery,
700 Folly Hill Rd, KSQ

Harvest Ridge Winery
Winery,
1140 Newark Rd, Toughkenamon

Chaddsford Winery
Winery,
632 Baltimore Pike, Chadds Ford

Va La Vineyards
Winery,
8820 Gap Newport Pike,
Avondale

Brandywine Valley Wine Trail
Winery,
553 S Guernsey Rd, West Grove



Galer Estate Vineyard & Winery



**Museums in Kennett
Square**

Museums in Kennett Square

Kennett Square offers many museums that celebrate art, history, community, and more. Read about some of the museums offered in the Kennett Square area and be sure to stop by during your trip!

Marshall Steam Museum & Friends of Auburn Heights

Those who visit this museum travel back in time to experience what life was like during the dawn of the automotive age. T. Clarence Marshall built the museum for his collection of antique automobiles. Now, visitors can explore the world's largest operating collection of Stanley steam cars, the Auburn Heights Mansion, and the Auburn Valley Railroad. Visit test.auburnheights.org, to learn more and plan your trip.



Brandywine River Museum of Art

This art museum overlooks the beautiful Brandywine River from the renovated nineteenth-century mill. The collection of art in this museum includes the work of N. C. Wyeth, Andrew Wyeth, and Jamie Wyeth. There is also a collection from the Heritage Collection featuring American art from the Brandywine Valley.



While visiting the art museum campus, you can stop by to see the N. C. Wyeth House and Studio, Andrew Wyeth Studio, and Kuerner Farm. Throughout the year there are also different seasonal exhibits. Be sure to visit brandywine.org to learn more and purchase your tickets.



Kennett Underground Railroad Center

This center located in the heart of the Kennett Square borough shares the stories of the Underground Railroad and the people from the area. Throughout the year there are special events to learn more about the history of the Underground Railroad. In addition to the center, there are bus tours where you and your family can visit sites of the historic Underground Railroad and the Quaker Meetinghouses while learning about the local anti-slavery movement.



For additional information or to reserve a spot for the bus tours, visit kennettundergroundrr.org.



Outdoor Activities in Kennett Square

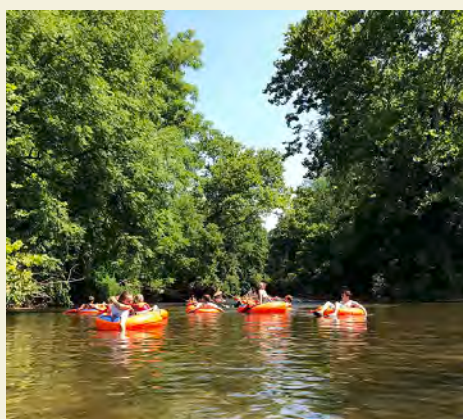


Outdoor Activities in Kennett Square

Kennett Square has several outdoor spaces and activities that would be fun during your trip to Kennett Square. Read through some of the potential outdoor spots that Kennett Square has to offer.

Northbrook Canoe Co

Canoe, kayak, or tube down the Brandywine River at the Northbrook Canoe Co. This family-run business has been open for over 39 seasons since 1977. The friendly staff will ensure you enjoy a relaxing trip down the river. There is a picnic area and snack bar on the premises too. There are several different trips to select from ranging from 1 hour to 2 1/2 hours. To make a reservation, review trip options, or check out the specials, visit northbrookcanoe.com.



Northbrook CANOE CO.
RENTALS
SALES & SERVICE



Anson B. Nixon Park

This park takes up 106 acres in the Kennett Square borough and offers a tranquil space. Open every day from sunrise to sunset, explore the park and activities available. As seen on the map, the park has a playground, disc golf course, dog park, ponds for fishing, volleyball courts, tennis courts, soccer fields, community garden, basketball court, and picnic pavilions. Plus, there are trails throughout the park for hiking or taking a relaxing walk.



There is also free parking and bathrooms on the premises. This park is within walking distance of the center of town and worth the stop. To review park information, the events calendar, and more, be sure to visit ansonbnixonpark.org.



Barnard's Orchards

Barnard's Orchards has fields of delicious produce and beautiful flowers. The orchard also offers baked goods, a farm market, and a wine and beer garden. Depending on the season, Barnard's Orchards grows crops of rhubarb, strawberries, corn, beans, cherries, tomatoes, blueberries, peaches, sweet corn, pumpkins, apples, and more.



You can pick your own produce and flowers in the fields which is an unforgettable experience. Nearby the Orchard is the Northbrook MarketPlace which is a local favorite for the delicious lunches and foods (so be sure to stop by there too). Visit their Facebook page to learn more about this local fave.



Special Events in Kennett Square



Special Events in Kennett Square

Kennett Square is a town known for its charm and personality. As the Mushroom Capital of the World, Kennett Square holds events throughout the year to celebrate the town. Check out some of the special events.

The Mushroom Drop

When: New Year's Eve

The list of weird things being dropped on New Year's Eve is quite long but Kennett Square made the list. Every New Year's Eve in the center of town, a giant mushroom (made up of lights) drops to bring in the new year. Shops and restaurants in the town will remain open late too and this event is free to the public. Enjoy a different way to celebrate the new year in Kennett Square!



The Mushroom Festival

When: Labor Day Weekend

The first Mushroom Festival was held in 1986 when a small group of mushroom enthusiasts decided to create a festival to celebrate mushrooms. The Festival has culinary treats (featuring mushrooms of course), mushroom exhibits, contests, entertainment, and nearly 250 vendors!



The week leading up to the Mushroom Festival has special events and activities throughout the town. Such events include a 5K, fun run, and parade. All the shops and restaurants will be open for the event. For more information about this fun event, be sure to visit mushroomfestival.org.



Kennett Brewfest

When: First Weekend of October

Kennett Brewfest is an annual event for breweries and lovers of beer to come together and enjoy the day. This event includes live music, 70+ breweries, food trucks, special vendors, and space to enjoy your drinks. Tickets are available in mid-July each year and costs \$105. With your ticket admission, you get access to the event and a case of 24 distinct beers in 16 oz cans. Visit kennettbrewfest.com, for more information and to get your ticket now.



We Hope to See You Soon!

For additional questions, email visit@ksq.com.

