

# "Catch of the Bay" Fishboat has arrived!



Nancy Ballard, on a lighthouse tour from Ottawa, enjoyed touching one of the live lobsters held by Shelly Marsden. The salt water tank is filled with lobsters of all sizes.



Debbie Alexander packages fish fillets for David and Linda MacDonald. A wide assortment of fresh fish and seafood awaits customers at the Catch of the Bay Fresh Fish Market.



Ben Flander and Ruth Pauley-Flander were the first customers to place an order when the new Catch of the Bay Fish & Chip Boat opened on May 21st.

Laurie Jennings' ship has come in! Docked by a huge wharf is a 44 ft Cape Island lobster boat, renovated as a take-out restaurant and adjacent to a 73 ft high lighthouse containing a fresh fish market and interpretive centre. Laurie's original idea to have a fish and chip truck parked next to the Masstown Market has grown beyond belief.

The lighthouse opened in December with the Catch of the Bay Fish Market on the ground floor. Stairs leading to the dramatic view from the outdoor balcony at the top take you up through several floors where interpretive displays highlight businesses and attractions along the Fundy shores.

"People can view short videos of natural attractions and use the interactive touch screen computers to

learn all about this area. The information is not only for tourists but perhaps more for local people who don't realize all there is to see and do along the shore," says Laurie.

Across the wharf, the Catch of the Bay Fish and Chip Boat has recently opened, with meals featuring fresh fish and seafood from the Bay of Fundy. "I want people to enjoy the freshest and tastiest fish & chips they have ever had," says Laurie. "To do this we will use fresh local products whenever possible."

Gluten-free, beer based batter, developed by the Market's own chef, Megan Anatol, provides a light and tasty coating for fried foods on the menu, while steamed clams and mussels tossed in Market made garlic butter are sure to be local favorites. Home-style fries, Market

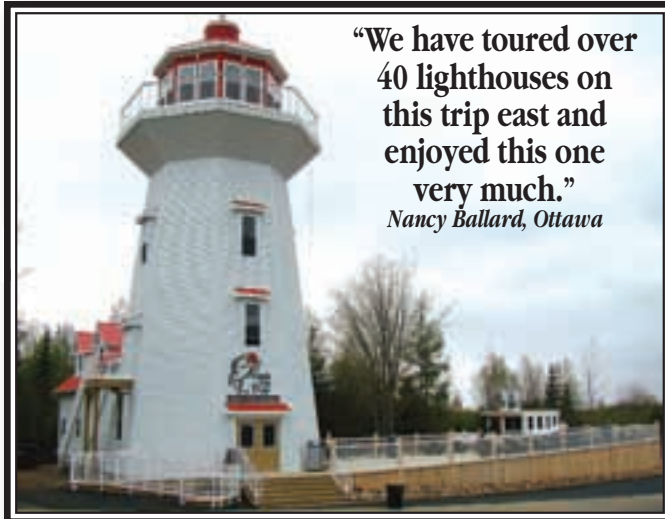


Ruth Pauley-Fiander shows her son Ben one of the lobster pagers customers are given while waiting for their order. The lobster lights up when the order is ready for pickup.

ster is returned when order is picked up.

There is plenty of seating along the wharf to enjoy the takeout meals. Entertainment will be featured in the coming weeks and sampling demos will allow consumers to taste local seasonal seafood and vegetables.

Freshly cooked or freshly packed, it is your choice at the Catch of the Bay Fresh Fish Market and Fish & Chip Boat.



"We have toured over 40 lighthouses on this trip east and enjoyed this one very much."  
Nancy Ballard, Ottawa

The Catch of the Bay Fresh Fish Market and newly opened Fish & Chip Boat bring a Maritime flavour to the existing Masstown Market location.

The public is welcome to climb the stairs to the outdoor observation platform for a birds-eye-view of the area.



Bev Newman prepares shrimp on skewers before dipping in batter. The Catch of the Bay Fish & Chip Boat offers an extensive menu featuring fish from the waters in and around Nova Scotia.

"I enjoyed walking through the interpretive centre and I discovered some new places I would like to visit this summer."  
Linda MacDonald, Truro



## See It All... at Masstown Market

75' Scaleable Lighthouse  
with Bay of Fundy Interpretive Displays,  
& 'Catch of the Bay' Fresh Local Fish Market

**All Summer**  
Fish & Chips, and seafood delights every day  
plus **Weekly Kitchen Party on the Wharf**

Every Thursday 6-8pm (weather permitting)  
LOCAL musical talent & special seafood offerings



### Your Choice:

Fresh Whole Arctic Char  
Atlantic Snow Crab Clusters  
Frozen Haddock Fillets

**each just  
\$4.99 per lb.**

Fresh Mussels, 5 lb bag \$7.49  
Chowder Scallops \$6.99 per lb  
Lots of fresh Tuna, Salmon, Halibut, Shrimp, and more...

**Ask about our AMAZING Market-made Fish Cakes,  
our 8 varieties of Smoked Fish, our handmade Sushi,  
our classic Seafood Pies, and our delectable Seafood Dips**

Mention this ad, and **SAVE 15%** on your purchase of any Market made seafood dip  
Limited time offer, to June 30, 2011

OPEN 7 days a week, 9am-9pm  
Exit #12 TCH, just west of Truro  
info@masstownmarket.com  
(902) 662-2816  
(902) 254-2641 Five Islands



Masstown  
Market  
Garden Centre



**Masstown Market**  
close to home, far from ordinary™