



FOR IMMEDIATE RELEASE
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Press Contact: Chuck Rosenthal
chuck@valleyvariety.com
518.828.0033

VALLEY VARIETY OPENS ON WARREN STREET IN HUDSON, NY MODERN LIFESTYLE STORE IS A FRESH ADDITION TO THE THRIVING RETAIL STREET

Valley Variety is a modern and stylish interpretation of the traditional variety store. In its expansive and airy space, Valley Variety offers a thoughtful selection of products for cooking, gardening, personal grooming, home design, entertaining, outdoor activities and travel. The store, at 705 Warren Street, is outfitted with a chef's kitchen where it will host product demos, cooking classes and special events. Valley Variety displays rotating exhibitions of contemporary artists along with its own line of furniture, V2 Home Collection.

Scouring the virtual and real highways of the world, Valley Variety owner, Chuck Rosenthal, has brought to Hudson a selection of products that merge beauty, form and function. "My wish is for our customers to find the things they need and discover the things they can't live without."

At Valley Variety one will discover an array of products for everyday living. Whether that's for planting and harvesting with Boron steel-forged gardening tools from Holland; prepping and cooking a meal with finely crafted knives from master metalworkers at David Mellor, Sheffield, England; or preparing for a day trip and longer journeys with canvas bags from Chester Wallace, Portland, OR.

A wide range of classes, talks and special events will be offered throughout the year in the chef's kitchen and indoor patio. "I've designed the space to work as a storefront that can easily be transformed into an event space. Shop by day and return that evening for a pop-up dinner and intimate conversation with guest chefs."

Valley Variety is collaborating with FOLEY art gallery located in New York City's Lower East Side, as well as working directly with artists. The store's opening exhibition features two FOLEY artists—Casey Ruble and Andrea Mastrovito—and Brooklyn sculptor, Arnie Zimmerman.

The back story of Valley Variety

As a principal of a San Francisco graphic design and marketing firm, Chuck Rosenthal helped many start-ups and Fortune 1000 companies develop and launch their products and services. After 17 years, he decided it was time to focus this creative energy on his own venture. In May 2012, he discovered the city of Hudson and immediately knew Warren Street would be the location for his very first retail shop. "I love how the urban, cultural, relaxed and country lifestyles mix. My hope is Valley Variety will offer that same balance."

Store hours: 11am-6pm; 7 days a week



valley variety