



# The Maine Event Winter 2009

U.S. Route #1, Wells, Maine [www.mainediner.com](http://www.mainediner.com)

## *The Countdown Begins: Maine Diner to Hit Magical Milestone Before Christmas*

*Eager with anticipation, all eyes are on the doorway as we approach serving our 5 Millionth Customer!*

By MARY RAITT JORDAN

We are all giddy with excitement. The energy throughout the Diner is palpable. Dick does the number count everyday. Ruth is ordering balloons, ramping up for a major celebration. Myles can't sleep.

Why?

The entire staff is ticking away the guest checks, dying from curiosity of who will be our lucky 5 millionth customer. We can't wait to shower some special customer with prizes. Literally everybody has a chance to come in and win and should stop by in December!

"Five million customers...it is unbelievable. Back when we started out I never would have dreamt it was possible to reach such a crowning achievement. But here we are, celebrating two major milestones back-to-back: 25 years in the business and service to 5 million customers. It amazes us," Henry said. "Dick and I have been so fortunate to have things work out this way."

The Henry brothers opened the Route 1 blue-and-white local landmark Diner in 1983 with their mission of serving up the best home-cooked meals at a good price with the friendliest staff available. The first few years were lean, but patience and persistence and an unwavering commitment to their loyal local customer base paid off. Myles and Dick Henry both are quick to say, however, such a colossal achievement could never have happened without the extreme support they've received from their legion of star employees – many of whom have been with the Diner for 10 years or more.

"Our employees' experience and dedication is rare in this rapid-fire business where people come and go. I'd put our staff up against any in the world. Simply put, we couldn't have achieved these milestones without them," Henry said. "Dick and I live, eat and breathe 100 percent commitment to our mission of treating our guests with the home-cooking and hospitality we would extend to those coming into our own homes...and our employees are genuinely committed to that philosophy as well."

In addition to their wonderful staff, Henry says they have been blessed with a very loyal customer base –both locally and regionally- who have been so supportive over the years. Comment cards and letters flood in not only from across New England, but also from the West Coast and beyond. It is not unusual to have a Massachusetts resident drive to Maine for lunch at the Diner, or for a tourist from California or Great Britain to stop in once on vacation only to come back for that warm blueberry muffin or lobster roll in years later.

In crunching the numbers it took 12 years for the Maine Diner to hit their first milestone of serving 1 million customers. Four years later they hit the 2 million mark, and have averaged a million customers roughly every three-and-a-half years since then. Statistically, the



Diner serves 1,200 to 1,600 people a day in a season, or roughly 300,000 to 325,000 customers a year. Customers not only come from around the corner, but also flock in from all over the world.

Other restaurants may be fancier, or perhaps are part of nationwide chains, but to Henry the secret of the Diner's success is its distinctive home-style home-town flavor. Grandmother Doris Woodman's recipes, with seasoning and input from their mother Phoebe Henry, have been the culinary backbone of the restaurant, earning them numerous accolades from NBC's Today Show to high ratings from Boston's Phantom Gourmet. A meal at the Diner is a fixture on many repeat visitors itineraries of southern Maine.

Often Myles and Dick are asked what the future will hold for the Diner and whether they will take their concept a step further and expand. True, a few years back they expanded to open their Remember the Maine Gift Shoppe next door, but it is not likely they will expand beyond their own parking lot. Plans are in the works for taking certain items to market, such as their savory seafood chowder, hearty chicken pot pie and macaroni and cheese, and they wouldn't rule out some catering, but the Henry boys are staying local. They know they have a formula that works. Why mess with success?

"We are a local hub of our community. Our patrons and our employees both feel that and know it is genuine," Henry said. "The world has changed. Most people never get a chance these days to sit down and relax with their families for an evening meal at the dinner table. What we hear from many is that we are a 'home away from home' and we like that feeling. We love taking care of you."

In terms of the celebration, when that lucky winner ultimately walks through the door they will be treated to a Maine-style media blitz with cameras, cake and balloons. In the past winners of the event have won cruises, gift cards, and delicious foods from supportive vendors. The lucky person will be swamped with sweet surprises!

"It is a big, big deal and we have lots of fun and a ton of promotions to commemorate the event. Everyone gets involved, and nobody should miss it!" Henry said.



## In the Spotlight: Waitress Sandy Woodman

Local and loyal are two words that come to mind when one looks at waitress Sandy Woodman and the dedication she brings to her job after 11 years at the Maine Diner. A lifelong resident of the Wells-Ogunquit area, Woodman stopped in to look for a job after graduating from high school and never left.

"From her first day I noticed her high standards and her desire to do a great job," Myles Henry said. "She has all the things you'd like to see in a great employee: she's loyal, extremely efficient, trustworthy and dependable."

Initially, Woodman says, she was shy around customers and spent the first four years bussing tables, but in the supportive family atmosphere of the Diner and within her community, she stepped forward to meet the public as a waitress.

"I was scared at first, and very shy for a long time, but this environment really brought me out of my shell and I learned this isn't so bad. I don't know why I waited so long to step up and go wait on people!" Woodman said. "This is a really fun place to work and I love meeting all of the local customers that come in. Our regulars are like an extended family and I look forward to seeing them every week."

Henry says she took some coaxing, but he was thrilled she took that "quantum leap" to interact more with the public by becoming a waitress.

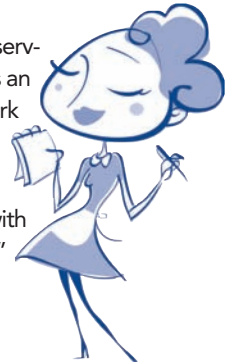
"This was one of her first jobs out of school and it is fun to watch her blossom. Her confidence level, maturity and self-assurance developed before our eyes," Henry said.

A point of pride for Woodman in her job is knowing what a solid reputation the Maine Diner has acquired locally and out-of-state. The legendary home cooking and hospitality are bringing the Diner closer to reaching a level of service to 5 million customers this December.

"It's still as busy as ever. I love the fast pace and being a part of that. My co-workers here are my good friends and everyone gets along so well. Whether we are cashiering, bussing or waitressing we are all part of the same team," she said.

When Sandy takes a break from pouring coffee and serving up red flannel hash five shifts a week, her family is an important theme in Woodman's life. Outside of work she loves spending time with her 4-year-old son Dylan and her new baby boy.

"Taking Dylan on play dates, going off to do stuff with friends and being outside are what I enjoy," Woodman said.



### Calendar of Upcoming Community Events 2008-2009

Spend the day in the Wells area for these celebrations and stop by for a meal!

- Gary Pike Hospitality Day: Wednesday, December 3, 2008 at the Maine Diner
- Christmas Prelude in Kennebunkport (held over two weekends):  
Friday, December 5 through Sunday, December 7, 2008  
Friday, December 12 through Sunday, December 14, 2008
- Christmas by the Sea in Ogunquit: Friday, December 12, through Sunday, December 14, 2008
- Annual Wells Christmas Parade: Sunday, December 14, 2008
- Winter Family Fun Day at Laudholm Farm: Saturday, February 7, 2009\*
- Earth Day at Laudholm Farm: Saturday, April 25, 2009\*
- 22nd Annual Laudholm Nature Crafts Festival at Laudholm Farm; September 12 through, September 13, 2009\*
- Derek's Days Make-A-Wish Benefit Art Shows  
Saturday, September 5, 2009 at the Maine Diner  
Sunday, September 6, 2009 at Becky's Diner in Portland
- Punkinfiddle, A National Estuaries Day Celebration at Laudholm Farm:  
Saturday, September 26, 2009\* <http://punkinfiddle.org/>

\* For further information on Laudholm Events and the National Estuarine Research Reserve at Laudholm Farm please visit: <http://www.laudholm.org/> and <http://wellsreserve.org/>

# WWW.

## New Updates to Maine Diner Web Site

*Latest advancements will provide patrons with the most up-to-date information*

Years ago, when the Internet was just starting to soar in its business applications it was our desire to be on the cutting-edge of what we could offer our customers. We decided to get involved and launch our first web site. Over the years it has proven to be a wonderfully-versatile tool in communicating with our patrons - one that keeps evolving and growing.

By the end of this year we will have completed even more major upgrades in the redesign of our site to offer all of our customers the latest in news, functionality and information! Before, our site offered everything from directions, views of our newsletter and menus, daily specials and hours of operation just to name of few of our capabilities. Soon, however, visitors to the site will find the latest updates to local weather from a live webcam, tide charts, PDF files of our menu to download, an enhanced photo gallery, streaming video, computer-enabled directions to our restaurant from any location and more. Customers will also be able to leave comments, get on our mailing list and shop on-line at The Remember the Maine Gift Shoppe.

Stay in touch, stay tuned, and check us out at [www.mainediner.com](http://www.mainediner.com).

## Serving Up Goodwill: The Maine Diner and Portland Pirates Team Up to Support Gary Pike Day

Mark your calendars! Save your appetite! Come down hungry to the Maine Diner on Wednesday, Dec. 3, 2008 to eat and join forces with players from the Portland Pirates ice hockey team who will once again join forces with us to help raise money for "Gary's House," a hospitality home located at 97 State St., Portland. This site houses families of loved ones fighting life-threatening illnesses at Mercy Hospital and Maine Medical Center. All proceeds from food sales for the day will go directly to this charity. Last year more than \$2,700 was raised.

"Gary's House" started as a brave young man's dream to develop a home to offer comfort to those sharing his experience. Pike was a courageous Kennebunk boy who lost a two-and-a-half year battle with cancer in 1991. Through an outpouring of community support for him, the Gary Pike Foundation -and hence, the house- was developed in his honor. The foundation defrays the expenses of families



or individuals in need due to serious life-threatening illnesses.

Last year marked the third year the Pirates took part in the event at the Diner, and it was a smashing success! Players from the team offered free giveaways of sticks and t-shirts and raffled off tickets and a jersey.

The Maine Diner further supports the charity by participating in the George Bush Cape Arundel Golf Classic, an event which has been held for 14 years, in the spring.

For more information please visit: [www.garyshouse.org](http://www.garyshouse.org).

## Making Wishes Come True: 'Roadside Artist' "Diner Don Sawyer" and the Maine Diner Team Up for 11th Annual "Derek's Day" Benefit

Vermont artist "Diner Don Sawyer" hosted his 11th annual "Derek's Day" Make-A-Wish Art Show Benefit on Saturday, September 13 at the Maine Diner. It was a beautiful sunny day and Sawyer was busy meeting customers, signing autographs and selling prints of his original artwork featuring classic diners.

Unfortunately rain canceled the second leg of the the fundraiser on Sunday, which is typically held at Becky's Diner in Portland, Maine. Despite the weather, however, Sawyer and the Diner still raised \$2,000 to help grant wishes to children with life-threatening illnesses. Next year the event is tentatively scheduled for Saturday, September 5, 2009 at the Maine Diner and Sunday, September 6, 2009 at Becky's Diner.

Over the years, Sawyer, a self-taught artist, has raised more than \$16,000 to benefit the Make-A-Wish Foundation. Tragedy struck his family years ago when his son Derek lost his battle with leukemia at age 11. At the time of Derek's death there were no organizations like Make-A-Wish in existence to aid children with dire life-threatening circumstances. Since then, Sawyer has been a tireless advocate of



Old high school cronies Mort Soule (left) and Tenny Allen (right) celebrate the 11th "Derek's Days Make-A-Wish Art Show" with artist "Diner Don" Sawyer, squinting boldly in the morning sun.

the program and has traveled to Maine each year to promote the event through his art sales, donating proceeds to the Make-A-Wish Foundation of Maine in honor of Derek. The program now brings children moments of joy, hope and strength during difficult times.

The Maine Chapter of the Make-A-Wish Foundation opened in 1992 and serves children in each of Maine's 16 counties. As of May, 2008, they granted nearly 800 wishes. The average cost of a wish is \$6000.

For more information, visit <http://www.mainewish.org/> or call 1-800-491-3171.

## Celebrity Sightings

Many of those in the limelight found their way to our door on Route 1. Here's who sat at the counter in 2008:

- Pro Golfer Brad Faxon
- Motor Trend Magazine Satellite Radio Host Rob Lon
- Sports Radio Personality Eddie Andelman (a namesake of one of our featured sandwiches!)
- Sports Radio Talk Show Host Dale Arnold
- Actress Sally Struthers, who performed at the Ogunquit Playhouse
- Football Player Greg Landry, former quarterback of the Detroit Lions
- TV Anchor Dave Eid of WGME-13
- Photographer Liam Crotty, who shot a scene in the Diner as part of his Norman Rockwell Series "The Runaway"
- Chef Rebecca Charles of Pearl Oyster Bar in New York City and Deborah DiClementi, authors of "Lobster Rolls & Blueberry Pie"

## One Big Happy Family... The Maine Diner Welcomes New Additions into our Family Fold

In 25 years of working together through thick and thin our closely-knit team here is like family. We love nothing better than to share our joys and successes with one another and with our customers. Ask any waitress on the staff about their children or grandchildren and out pops a photo book! Grandparents have particular bragging rights!

New additions are a cause of great celebration. While many of our staff have worked with us for years while raising their own families, now we are seeing the next generation of children and grandchildren arriving - many of whom work with us as well! Myles' son Derek, 14, even joined the staff as an efficient and always smiling bus boy with us during the summer. Yet another generation of the Henrys devoted to service!

We are delighted to share this news with you, our loyal patrons. Here are our latest additions from 2008:

Prep Cook Amanda Scott and Prep Cook and Dishwasher Dan Bergeron welcomed a daughter Mara Louise Bergeron at 6 lbs 9 oz on September 8 at 2:30 a.m. Amanda is the daughter of Mandy Scott, a long-time employee instrumental to the Diner's operation and was a featured employee in the newsletter a few years ago. Little Mara is also a great niece to waitress Deb DiPiero (Mandy's sister.) Really this is a family operation!

But it doesn't stop there!

DePiero welcomed her fourth grandchild Evelyn Winter Boonstra

on August 17 at 9:03 p.m. weighing 7 lb 10 oz and measuring 20 inches long.

Diner Co-Owner Dick Henry and his wife Sally welcomed grandson Tyler Matthew Daney on June 27 at 8:59 a.m. weighing in at 7 lbs 2 oz and measuring 21 inches long. Just two weeks later the happy grandparents welcomed a second grandson Cameron Richard Phillips on July 14, weighing 6 lbs and measuring 18 inches long. Double the pleasure!

Our loyal waitress Sandy Woodman (see our In the Spotlight feature of this issue) gave birth to her second son Devyn Michael on October 1. He weighed 7 lbs 7oz and measured 21 1/2 inches long.

Waitress Dawn "Allie" Lazorchak welcomed a new granddaughter JoElla Mae Theriault on March 1 and she weighed 8lb 1 oz.

Other employee highlights:

- Waitress Amy Tucceri's nephew went to the Little League World Series with the Florida Team.
- Waitress Brenda Lincoln hosted a foreign exchange student for the summer from Germany.
- Waitress Christie Hutzler graduated from the University of New England.
- Co-Owner Myles Henry's daughter Sara graduated from the University of Connecticut with a degree in dietetics.

## Summertime Fun: Maine Diner Serves Country Club

Over the summer the Maine Diner embarked on a new venture -its first foray of this kind- by serving some of its food off-site at Greenside at the Sanford Country Club on Route 4.

From mid-April through the end of October the Maine Diner offered golfers at the 18-hole golf course the Diner's lighter fare such as the macaroni and cheese, lobster rolls, pulled pork sandwiches and nachos. Golfers could literally place an order from a call box at Hole 8 and then drive their golf cart by a pick-up window for their orders as they passed by the clubhouse. Also available to patrons was a full bar.

Management at the golf course approached the Maine Diner earlier in the year to see if they would be interested in trying out this new seasonal food service format. Maine Diner employees prepped the food at the Diner each day and transported it to Sanford.

"This was our first time trying something new away from our home on Route 1 and we thought it was a worthwhile possibility so we ran with it. It was a tremendous learning experience," Maine Diner General Manager James MacNeill said. "It was fun and we received nothing but favorable comments."



## Mid-Winter Holiday for the Maine Diner

Phew! Boy, did we break a sweat in the hustle and bustle of busy summer and a fast and furious fall foliage season when life on Route 1 in Maine was hopping. You know every person at the Maine Diner thrives on the non-stop daily action of serving up our food and hospitality to locals and tourists alike, but you can't serve 5 million customers and not need a little bit of a break! We like to stay as fresh as our food!

As a result, the Maine Diner will be closed for a mid-winter break starting Tuesday, January 6, 2009 and will re-open for breakfast at 7 a.m. on Friday, January 30, 2009.

While we are re-painting and sprucing up the restaurant stay warm, be well and travel safely throughout the holiday season. We will look forward to seeing you after the break in the New Year!

# Straight from the Diner's Lips

My (Our) Favorite Place  
Awesome Restaurant  
Inviting Atmosphere  
Nationally-Known  
Extra Nice Waitresses

Delicious Food  
Incomparable Staff  
Nifty Prices  
Extraordinary Service  
Really Fun Place to Eat!

~ Fred & Dottie Brush,  
New Canaan, CT.

## What's for Dinner? Something good everyday of the week!

MONDAY  
Meatloaf Madness

TUESDAY  
Shepard's Pie  
Chicken à la King

WEDNESDAY  
Beef Stew with Salad  
Baked Lasagna with Salad

THURSDAY  
New England Boiled Dinner  
A local favorite!

FRIDAY  
Escaloped Seafood Casserole  
Salmon Pie- usually sells out!

SATURDAY  
Red Flannel Hash - available most  
Saturdays... while it lasts!  
Yankee Pot Roast

SUNDAY  
Roast Pork Dinner



## You wanted it, you got it: Savory Succulent Stew Served Daily!

If you look up at our weekly specials board and notice that your favorite Friday night luscious lobster stew with a biscuit is missing -don't panic! Look no further than our regular menu where you will now find our simmering signature dish listed daily.

After listening to our customers' feedback, we took the fan favorite and placed it on our regular daily roster so our guests can indulge in the delicious stew loaded with fresh Maine lobster meat everyday of the week. You don't have to wait for Fridays anymore!

Remember, when you talk, we listen!

## CHICKEN POT PIE *Recipe!*

### Chicken Pot Pie

6 servings

Over the years our customers have asked us for recipes of their favorite diner dishes, and we are happy to share our secrets from our family's cookbook. Our Chicken Pot Pie recipe has been an all-time favorite, a staple on our menu. Packed with a lot of wholesome satisfying ingredients, it is the perfect "comfort-food" as the leaves start to change up here in Maine and we come into the winter season. For a delicious (and thrifty!) variation, feel free to use your left-over holiday turkey from Thanksgiving!

### INGREDIENTS:

1 1/2 lb raw chicken meat  
1/2 cup frozen peas  
1/2 cup cubed carrots  
2 potatoes, peeled and cubed  
2 cups water  
2 cups chicken stock  
1/4 lb melted butter  
3/4 cup flour  
salt (to taste)  
pepper (to taste)

Dough pie crust:

2 cups flour  
2/3 cup shortening  
1/3 cup cold water

### FOR CRUST:

Mix flour with shortening. Add cold water. Mix and roll out dough on floured surface. Cut pie crust into 6 portions and set aside.

### FOR PIE:

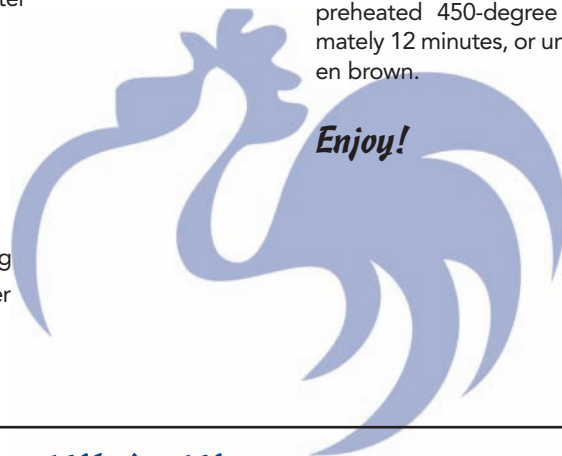
In water, cook chicken meat until done. Set aside. Cook cubed potatoes and carrot until done. Set aside.

In pot, melt butter and add 3/4 cup flour to make a roux (paste). Cook 10 minutes on low heat. Add water and chicken stock to roux. Stir on low heat until thickened.

Add chicken meat, peas, potatoes and carrot to roux and mix thoroughly. Salt and pepper to taste.

Portion mixture into 6 individual casserole dishes. Take the 6 portions of pie crust and fit over the top of the casserole dish. Trim excess and press down edges with a wet fork. Make 3 or 4 slits in the crust of each portion.

Brush with melted margarine and bake in a preheated 450-degree oven for approximately 12 minutes, or until bubbly and golden brown.



## Watching While Waiting

### Catch up on the Maine Diner's History Via Video on the Front Porch

Let's face it, nobody likes to wait in lines. We apologize, but sometimes at the Diner it can't be avoided during our peak hours and busy tourist seasons. To make you comfortable while you wait we decided to do something about it.

To lessen our patrons' pain and to help pass the time we installed a year-round television on the front porch in August of 2007 showcasing the Maine Diner's history and highlighting area attractions. The program offers a 30-minute show and we routinely upgrade the content with additional newsworthy items. So while you are waiting for one of our signature dishes, we hope you can relax on our comfortable benches (which are safely under-cover) and sink your teeth into our on-site entertainment. Rest assured, we will do our best to get you inside as quickly as possible and get a piping-hot meal to your table in minutes.

Remember the Maine Gift Shoppe  
2247 Post Road  
Wells, Maine 04090  
Phone: (207) 646-0406  
Order Toll-free: (888) 640-5814  
Or visit us on the Internet:  
Web site: [www.mainediner.com](http://www.mainediner.com)  
E-mail: [eat@mainediner.com](mailto:eat@mainediner.com)

Maine Diner  
2265 Post Road  
Wells, Maine 04090  
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## Don't Just Take Our Word for It!

*The Vermont Ladies Annual Trip to the "Best Diner in New England". Left to Right, Bilijeane Smith, Judy Davison, MaryLou Zakrzewski, Gale Griffin*



"This place rocks! Great food, perfect portions, exceptional service and reasonable prices~ALL in ONE PLACE~Amazing!"  
Ed & Sue Cummings, Rensselaer, N.Y.

"FANTASTIC blueberry pie -even better than my mother's- and her blueberry pie was terrific! I wish I was famous so I could sign my picture to hang on your wall with happy memories of all my great experiences here!"  
Heidy Davis, Mechanicville, N.Y.

"Food is finah . . . at the Maine Dinah!"  
Terry Gray, Sandisfield, MA.

"The mac n' cheese was the best I've ever had. You brought mac n' cheese to a whole new level."  
Chelsea Gauoette, Biddeford, ME.

"The only comment I have is that this is the best place I have ever eaten at."  
Alyson McCarty, Anchorage, AK.

"Would come back everyday if I could!"  
Stacey Lippert, Lynn, MA.

"Wish you were closer to us! Best seafood chowder I ever had!!!" Esther & Ed Pike, Milford, CT.

"This is our last time here this year before we go back home! Food is excellent! Can't wait for next summer at the Maine Diner." Mike Adessky, Toronto, Ontario, Canada.

"I remembered this diner as being as delicious, but it exceeded my expectations!!!"  
Robyn A. Valinsky, Navgatuck, CT.

## What I love about the Maine Diner... or how I've spent my summer vacations for the last 25 years...

By Rebecca Charles,  
Chef/Owner, Pearl Oyster Bar- New York City  
Author of Lobster Rolls & Blueberry Pie

Around 1983, which I believe is the year the Maine Diner opened, I was working as a line cook at the Whistling Oyster in Ogunquit. Every day I drove back and forth to work on Route 1 and watched as the little diner struggled through its early days. I struggled myself back then, trying to find my identity as a cook, and, hopefully my niche in a sometimes difficult and unforgiving industry.

Little did I know that a quarter of a century later, I'd be waiting in a long line for that hot turkey sandwich, and then going next door to sign a few of my cookbooks! I attribute both of our successes to great recipes, consistency, endearing service (love those gals!) and plain hard work.

A few of my favorites? THE greatest hot turkey sandwich with mashed potatoes; chicken pot pie (be careful, it's nuclear hot!); crab melt; baked beans; and those crazy corn muffins as big as your head!

Thanks, Maine Diner!

~Rebecca