



**AD=ASTRA
DIRECTIVE**

STELLAR MARKETING... GRASSROOTS TO THE STARS!

7 STEPS TO D.I.Y. RURAL MARKETING...



1. DEFINE YOUR RADIUS.
2. LISTEN... AND KEEP LISTENING.
3. GATHER INFORMATION.
4. GIVE IT A NAME.
5. CREATE A LOGO.
6. MAP IT!
7. ESTABLISH YOUR DIGITAL IDENTITY.

Go west...
Experience
what's waiting
beyond
Maine's coast.



WESTERNWALDO.COM

BUSINESS DIRECTORY & MAP



BUSINESS CATEGORIES

- FOOD & DRINK**
 - dining
 - beer/wine
 - sweet treats
- SHOPPING**
 - shopping
 - antiques
 - grocery
 - hardware
- RECREATION**
 - state park
 - trail head
 - railroad
 - boating
 - golf
 - motorsports
 - equestrian
 - lessons
 - outdoorsman
- FARM & GARDEN**
 - farm stand
 - gardens
- ART & ENTERTAIN**
 - art/artisan
 - theater
 - museums
- WELLNESS**
 - fitness
 - cbd
 - hair/beauty
- SERVICES**
 - services
 - building
 - financial
 - gasoline
 - auto
- AIR B&Bs**
 - lodging

AMISH EXPERIENCE

Step back in time and experience handmade, Maine Amish products at their finest. From perfectly aged meats and cheeses at **Charcuterie of Unity** to quality hard goods and baked delights at the **Community Market**, there is something for everyone in Western Waldo County's growing Amish region.

OUTDOOR ENTHUSIASTS

Start your day off hiking a section of the **Hills to Sea Trail** to **Northern Solstice Alpaca Farm** to shop and pet Alpacas. Then venture into the town of Unity for lunch at **Unity Kitchen** and ride the rails on the **Belfast & Moosehead Lake Railroad's** railcycles. Play a round of golf at **Country View Golf Club** before finishing off your day of adventure with a harbor cruise on **The Back and Forth's** adorable wooden lobster boat. **PRO-TIP:** Schedule your cruise to include lobster roll dinner at **Young's Lobster Pound**.

BREW AFICIONADOS

Start off with a hardy breakfast at **Ralph's Cafe** in Brooks. **Tattooed Dad Brewing** is up the road in Jackson... we recommend 'The Blonde'. Hit up **Threshers Brewery** in Searsmont, then have a pint around the fire at **Lake St. George Brewing** before grabbing the best BBQ dinner of your life and a pint of 'Squatch Elixir' at **Liberty Craft Brewing**, the live music and the view takes their brews over the top!

FARM & FLOWER TOUR

A delicious and beautiful way to experience our area. Morning berry picking at **Raven's Berry Farm** in Freedom, and onto Thorndike for unique pots of bulbs at **Terry's Garden Perennials**. Swing through Unity for baked goods and fresh farmstead finds at the **Community Market** and **Common Sense** farm stand. Troy, Maine hosts **Ellie's Daylilies** and **Serendipity Shop**, hundreds of flowering bulbs dug to order. **Fernwood Nursery** is a can't miss and **Toddy Pond Farm** in Monroe features out of this world yogurt for sprinkling your morning berries atop.

ARTISAN EXPEDITION

Western Waldo County, Maine is homegrown art at its peak. **Unity Pond Pottery** begins our day with potters at work while you shop. Grab breakfast at **Mammie's Country Kitchen** on your way to **Fire Flower Garden & Pottery** in Thorndike. Just down the road in Brooks is the **Marsh River Theater** where you can catch a show and **Marsh River Co-op** features a variety of local foods, wines, and handmade goods. Wrap up your day in Montville which hosts a great cluster of independent artisans. **Goodland Pottery** and **Loren Art Lighting**, the **Maine Makers Society**, and **Timberstone Rustic Arts**. Meander back to the coast and grab dinner at **Lincolnville General**, from wood fired pizzas to fried chicken, this "grocery store" is Lincolnville's best kept secret.

WHERE WILL MAINE'S BACKROADS TAKE YOU?

A grassroots marketing movement from Astra Directive. We bring modern marketing solutions to rural Maine and beyond.
WESTERNWALDO.COM



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