



Photo by Emma Knight

GoBerry offers various yogurt flavors and toppings.

GoBerry's frozen yogurt is scrumptious and healthy

By Hans Erickson

Located directly in the centers of both Amherst and Northampton, the new frozen yogurt shop GoBerry has become a paradise for high schoolers, college students, and adults alike. The perfect snack for a hot summer day, GoBerry provides local individuals with something new and refreshing and is often filled with cheerful individuals.

GoBerry was created by Northampton locals Alex and Molly Feinstein. The two life partners longed to return to Northampton after spending several years away from the town. Their goal was to develop a small, community-based business, and their passion for fresh, healthy, and delicious fruit made the decision to open a frozen yogurt shop easy.

According to go-berry.com, the yogurt at GoBerry is rich in calcium, protein and probiotic cultures, which aid in digestion. It is also created without the use of synthetic growth hormones or dairy containing antibiotics. The yogurt itself is sold in a multitude of flavors, depending on the time of year.

Perhaps the most essential aspect of GoBerry is the varied choices of toppings. Customers are offered a wide variety of freshly picked fruit along with more traditional toppings such

as chopped nuts, chocolate and other sweets. At the store, customers can mix and match to create the desired combination, which is then added to the flavor of their choice. Flavors can also be combined in a 'twist' or blended with the original flavor.

GoBerry, which first came to Northampton in May 2010, has transformed into a local hot spot. With a second store now operating in Amherst, GoBerry has become a successful community business. Both stores feature beautiful artwork from talented individuals around the area, as well as Wi-Fi, music, and comfortable seating.

The Feinsteins were also able to form several partnerships with local organizations. According to go-berry.com these include SideHill Farm, Mapleline Farm, CISA, Grow Food Northampton, Greater Northampton Chamber of Commerce and the Northampton Community Music Center.

Many individuals have admitted to preferring GoBerry's frozen yogurt to the ice cream from local shops such as Bart's and Herrell's. As Erin Keifer, '12, puts it, "It's way more refreshing than ice cream and it only has 25 calories." Keifer has been to GoBerry more than twenty times since it first came to Amherst in the early spring

of this year. "It's more mature than getting ice cream," she said.

Others choose GoBerry because of the wide variety of freshly picked fruit. "I like it because it tastes like ice cream but me and my mom can eat it as a meal," said Alexina Prather, '12. The delicious chopped toppings are displayed in a glass case next to the counter and are visible to customers. "I like looking at the fruit," said Maya Norman, '12.

However, it would seem that GoBerry is much more popular among females than local males. According to Tucker Bixby, '12, "Nothing is better than ice cream except cheesecake and cannoli." Bixby admits he had never heard of the yogurt shop and, when asked if he would try out the new restaurant, he responded, "I have a Y chromosome... I don't eat frozen yogurt."

In cold weather, GoBerry patrons can be tempted by freshly cooked soups. "It's a great combo," said Keifer. Although the recent snowstorm and power outage depleted the store's supply of frozen yogurt and employees were asked to take home several pints, GoBerry now is up and running again, keeping local customers full and happy.

Mission Cantina offers simple and delicious Mexican dishes

By Johann Becker

Mission Cantina is a fairly new addition to Amherst. Located in South Amherst in the small strip mall also containing Sibie's, the Mexican restaurant offers a wide variety of tasty dishes.

485 West Street is now bustling with activity. Every Tuesday through Sunday there is a line leading out of the restaurant visible to those driving by.

Before Mission Cantina, the South Amherst dining options were slim, with Sibie's and Subway drawing the largest clientele. Now, more people are going out to eat and trying Mission Cantina. Around dinner time there's almost always an hour wait.

Already it seems like there already isn't enough room for the crowds of people who are eating there, word of Mission Cantina's delicious Mexican dishes is spreading quickly.

The menu, simple and inexpensive, offers a variety of dishes for people with all sorts of tastes.

zo. "The flavors really blend together nicely," my mother said.

My father agreed, adding, "It was very good, much better than I expected." They both agreed that the cilantro added the perfect touch.

My younger brother and I decided to order burritos, one with grilled chicken and the other without additional filling. "Whoa, that's amazing," said my little brother, Lukas, after his first bite. I had to agree. The combination of rice, beans, cheese, lettuce, and sour cream was truly delicious.

Mission Cantina itself is small, maybe a little too small for the number of people who want to eat there. We got there around 7 p.m., near the height of their dinner business, and ended up waiting around forty-five minutes before we got to sit.

Once inside, however, the service was very quick. We ordered our meals and were eating within fifteen minutes. "It's not a place

If you want something cheesy, spicy, light, or filling, they have it.

If you want something cheesy, spicy, light, or filling, they have it. Whether you're in the mood for a large meal or a small snack, they have endless options to choose from.

My family and I started our meal with an order of tortilla chips with guacamole, for \$5.50. They were delicious, homemade with the perfect amount of salt, and not greasy. The Guacamole was perfectly smooth and full of flavor.

The main choices for meals range from tacos for \$2.50 to quesadillas for \$7.95. With each dish, diners get to choose between grilled chicken, chorizo, grilled shrimp, and steak, among others.

My mother and father both ordered tortas, one with grilled chicken and the other with chori-

to really sit around and have a long conversation. You feel a little pressure from the people in line," my mom noted. We ate quickly, then rushed out to allow others to enjoy the food.

Aside from this, the restaurant has a good atmosphere. It has tinted windows to keep people on the outside from seeing in, and there are vibrant colors all around. The bar dominates most of the restaurant, leaving room for only four booths.

Co-owners Sam Kochan, Paul Walsh, and David Brilliant opened Mission Cantina in late September. Its business hours are 4 p.m. to 1 a.m. every Tuesday through Sunday. To contact the restaurant, you can either call 413-230-3580, or look on their soon-to-be website: missionamherst.com.