**Kittleberger’s Roots Spread Far**

If you were to ask around Webster, I imagine there would be very few individuals who have never ordered or received flowers from Kittelberger Florist and Gifts. The shop, nestled at the corner of 250 and Orchard Street, has been a staple of Webster’s community for decades, providing everything from corsages and boutonnieres during prom season to anniversary bouquets and sympathy wreaths. Even I remember my junior prom corsage being a gorgeous arrangement of orchids from the shop.

While rooted in Webster since 1928, Kittelberger offers delivery in and around the Rochester area, and has reached 90 years of service this year, a remarkable milestone. That being said, the history actually stretches back a bit farther.

**History**

While the official starting date for the store is 1928, Jenny and Will Kittelberger were in the floral business a bit earlier. Jenny sold plants and annuals from a small greenhouse she had on the property where the store stands today. The earliest records of sales the family has managed to find date back to 1915, when Jenny sold some plants to a church.

For some extra help, Jenny and Will brought over Willy Fuchs, an immigrant from Germany who helped them work and garden. It was here he met his wife Pauline, and when they married in 1928 the family began Kittelberger Florist to carry on Jenny’s love of flowers.

Over the last 90 years there’s been a number of changes in the area, including the addition of Martin Horeth, an immigrant from Romania, in 1950. He soon fell in love with Willy and Pauline’s daughter Hilda and they married, continuing the family tradition within the shop.

In 1960 the original Kittelberger house was demolished to make way for Orchard Street, and a small ranch house was built next to the shop to house Martin and Hilda’s family, including all five of their children. That house is now part of the gift area, with major renovations being done to it over the years, the most recent of which being in 2001.

Now, the business is still going strong, with all of Martin and Hilda’s children operating it, along with 6 members of the family’s fourth generation. In an email I received from Bill Horeth (from whom I also learned this beautiful story of how the family grew over the years), I think he summarizes it best:

*“Like flowers and plants, our roots have been planted here and remained on the same soil. The families of Webster and surrounding areas have not only been our customers, but have become our friends.”*

Kittelberger has been such a large part of this community for so long, they deserve to be recognized for everything they have done to brighten our little corner of the world. Thankfully, there’s an opportunity to do just that later this week.

**Village Wine Walk and Kittelberger’s Celebration**

This week, Kittelberger and the BID are hosting a 90th anniversary celebration for the shop to highlight and recognize all they’ve done. The celebration kicks off on Thursday the 9th, with a performance from Rochester Brass and Electric in Veteran’s Memorial Park. From there, the festivities continue on Saturday night in force.

On Saturday the 11th, the BID is hosting a Village Wine Walk throughout different businesses in town. With the opportunity to meet local business owners and sample different wines and spirits on a warm summer’s night, it’s bound to be a wonderful experience.

Tickets are available online through EventBrite, where you can simply search Webster Summer Wine Walk, or you can find the link through websterbid.com. Glass pickup will be at Beyond Cuts on North Avenue (across from the gazebo) from 3:30 to 5:30, proper ID must be shown in order to receive your glass.

Merchants on the walk this week include The Coach, Barry’s Old School Irish, Roc and Soul, The Filling Station, Furnari Jewelry, and more. Proceeds will be going to Friends of Webster Schroeder Musicals.

The walk serves as the beginning of the festivities for Kittelberger; after the walk concludes there will be a formal celebration for the shop’s 90 years of service. Starting at 8:00, there will be food trucks and other fun at Kittelberger, and the end of the night will be sealed with fireworks. All in all, this weekend will be a celebration that should not be missed.

**Attention2Detail**

Next week, there’s another event in the village that will definitely be worth going to see.

Press on Main, a new screen printing shop that recently opened at 21 East Main, is playing host to an art show titled Attention2Detail next Friday, the 17th. The event will be running from 4:00 to 8:00, and is co-hosted by three different artists.

Along with the art on display, the show will be backed by TheFix, a local alternative band who will also be playing the Fringe Festival in September.

Press on Main is a new business looking to provide an outlet for local artists to display their work, so this is an event definitely worth checking out if you’re looking to support local talent. For more information, you can find Press on Main on Facebook.

**Summer’s Coming to a Close**

So, I hate to say this, but summer is going to be coming to a close before we know it. It’s officially August, the pencils and backpacks are out on display in stores (I’m sorry teachers, I don’t mean to cause too much pain), and the leaves are going to be changing on the trees in no time (I’ve even spotted a few yellowing on some of the trees in my apartment complex).

Personally, I love fall with all of my heart. Hoodie weather is a constant, the technicolor trees are stunning, and pumpkin pie ranks among my favorite foods on the planet. That being said, I’m not sure how best to experience the village in the cooler months.

With the new faces coming into town and the changes we’re bound to see, how do you suggest spending your time as summer dies down and the changes start to come through? Even if it’s simply one of the best views to take in over a good cup of coffee, let me know! I’m more excited than ever to experience the village in the fall now that I have the opportunity to share it all with you, too. webstervillagebeat@gmail.com.