Gowrie Group Sponsors Successful 2016 Essex Shad Bake

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On Saturday, June 4th, the Connecticut River Museum hosted the annual Essex Shad Bake. This shoreline tradition draws seafood lovers from all over New England to the banks of the Connecticut River for a summer kickoff event full of community bonding and delicious food. The Rotary Club of Essex has kept this cookout alive for 59 years, and this year’s bake marks another successful event!

Gowrie Group, a leading New England independent insurance agency, served as a “Captain” level sponsor this year. Gowrie Group has contributed to the Essex Shad Bake for many years, and is proud to continue their support.

“The Shad bake was a sold out event for the second year at The River Museum,” exclaims Scott Shiland, Senior Vice President of Gowrie Group’s Boston office, who attended this year’s bake. “Gowrie Group was a lead sponsor and invited some special clients from Essex, CT. The deboning exhibit was a great hit along with the fire pit and band.”

The 2016 Shad Bake entailed preparation of an enormous number of shad fillets, which were nailed to wooden planks to be topped with strips of salt pork and seasonings before cooked to smoky perfection around a scorching bonfire. While participants worked up their appetites through this process, they enjoyed live music from the Corinthian Jazz Band. Tours of the Connecticut River Museum were also available to those in need of a break from the bonfire heat. Displays from the Department of Energy & Environmental Protection (DEEP) Bureau of Outdoor Recreation, who were celebrating the 150th anniversary of the founding of the Fisheries commission, as well as the Shad Museum of Haddam and the Connecticut Watershed Council, were presented to inform attendees on the history of shad fishery and the importance of conservation of Connecticut’s natural resources.

Photo Above (LF to RT): J. B. Lungren, Scott Shiland from Gowrie Group, Connecticut River Museum Director Christopher Dobbs, and Rotarians Stephen Brinkmann and Joseph Shea at the boning demonstration table.

Media Question: Whitney Peterson, VP Marketing, 860.399.2812, whitneyp@gowrie.com

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