

The Abercrombie Times

1972

made fresh daily

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WELCOME TO ABERCROMBIE & FINCH RESTAURANT AND PUB. WE ARE SO HAPPY YOU ARE HERE TO DINE, DRINK AND HAVE A GOOD TIME. YOU KNOW, WE HAVE BEEN IN THIS SPOT FOR ALMOST 30 YEARS. YES, IT'S TRUE—AND THIS RESTAURANT HAS BEEN FAMILY-OWNED, BY THE MARSTON FAMILY, THE ENTIRE TIME. PRETTY AMAZING IN THIS DAY AND AGE! THE MARSTON'S ACTUALLY HAD ANCESTORS WHO WERE PART OF THE FOUNDING OF NORTH HAMPTON—SO OUR CONNECTION AND LOVE FOR OUR COMMUNITY COMES FROM YEARS OF LIVING RIGHT HERE.

BACK IN THE EARLY 80'S Abercrombie & Finch opened its doors to the seacoast with a young chef named Ron Boucher. Ron arrived right out of the Culinary Institute of America, and thus started his wonderful career. He developed an English-inspired menu back then, with a few favorites that even appear (with an updated twist) on the menu today. Ron went on to open Ron's Beach House and then several other very successful Seacoast restaurants. He currently owns and manages Chez Boucher, a French Cooking School in Hampton, where he offers classes for everyone from kids to couples to a professional culinary arts training program. When Ron began the search for a restaurant to partner with his cooking school, he naturally turned to his roots at Abercrombie & Finch. Lucky for us, Ron has returned and we are happy to have him back!

RON HAS SPENT MUCH TIME crafting the current menu, looking at original menu items and recreating and modernizing some of our lost or forgotten Old English classics. The menu shows our commitment to the fundamental rules of cooking fresh food from scratch, with respect to the local community that has supported us for so many years. We are proud to say that we have partnered with Moor Certified Organic Farm and are doing our best to use as much fresh, locally-available products as possible.

SO, AGAIN, WELCOME to Abercrombie & Finch. We hope that you enjoy your time here as much as we have over these many years. Enjoy our new take on Old English fare—with a fresh and local spin. It is our great pleasure to serve you. Sit back, relax and enjoy.

—Your friends at Abercrombie & Finch



"FOLLOWING RON'S CAREER FOR THE LAST THIRTY YEARS, FROM EATING AT HIS RESTAURANTS TO PARTICIPATING AT CHEZ BOUCHER, I HAVE INCREDIBLE RESPECT FOR HIM AS A TRUE CULINARY PROFESSIONAL AND I FELT HE WAS THE PERFECT PERSON TO HELP ABERCROMBIE'S RE-ESTABLISH OUR IDENTITY. DE-CONSTRUCTING AND RE-CONSTRUCTING EACH ITEM, OLD AND NEW, TO HIS HIGH STANDARDS MAKES OUR MENU A DESTINATION IN ITSELF."

—Paul Marston



"NEVER BURN A BRIDGE..."

WHO EVER THOUGHT THAT AFTER THIRTY YEARS I WOULD BE RETURNING TO ABERCROMBIE & FINCH RESTAURANT. I REALLY LIKE THE OLD ENGLISH THEME AND THE MARSTON FAMILY HAS DONE A WONDERFUL JOB RENOVATING THE PROPERTY. ONE OF MY FIRST OBJECTIVES FOR THE NEW MENU WAS TO RETURN TO COOKING FROM SCRATCH."

—Ron Boucher



Paul Marston
Owner



Ron Boucher
Executive Chef



Ernie Underwood
General Manager