

Bethany's The Guitar Boutique opening second shop in downtown Peterborough

Filling void left by recent closure of Ed's Music shop

Updated 4 hours ago

Charlotte St. will ring with new music next week as The Guitar Boutique, a high-end musical instrument dealer based in Bethany, expands into the city core.

"It's good news," said Paul Raino, executive director of the Downtown Business Improvement Area.

"This is a business that attracts a lot of new people. And if they end up going for a bite to eat or doing more shopping while they're downtown, that's even better."

Owner Nick Angelo, who once opened for the Beatles with his band The Four Frenchmen in Montreal, has built his small-town guitar business into a nationally known dealer by stocking only the best guitars, basses and equipment.

The original store is at the Ranch Resort on Ski Hill Rd. just north of Bethany.

"From what I hear, people come from all over the country to shop there," Raino said.

When legendary Ed's Music closed earlier this year, it left the city without a Fender guitar dealer, Angelo said.

"We talked with the Fender people and it worked out that we would sell Fender guitars in Peterborough," he said.

This meant an expansion and the hiring of four or five new employees, the veteran guitarist said.

"We had to find a spot and I think we found a good one," he said.

Renovations began about two months ago. The second store will be larger than the original, Angelo said.

If all goes according to plan, The Guitar Boutique will open on the north side of Charlotte St. between George and Aylmer on the weekend before Halloween, with a grand opening ceremony a couple of weeks after that, Angelo said.

kgordon@peterboroughexaminer.com

Copyright © 2011 Peterborough Examiner