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ONLY THREE IN FORTY YEARS

FOR IMMEDIATE RELEASE

WALL TOWNSHIP: The infamous “Harpoon Willy’s,” located at 2655 River Road, Wall Township, New Jersey has been sold according to **Richard R. Santore of, Bielat Santore and Company, Allenhurst, New Jersey**, the broker for the sale. The unique thing about this sale is that it is only the third time the restaurant has been sold in the past forty years. In an era where restaurants change hand time and time again, Harpoon Willy’s duration is an anomaly. The current Harpoon Willy’s, previously known as the “Red Ranch,” was bought by Jim and Suzanne Wilcoxon in 1986. As was true under the Wilcoxon’s watch, the Red Ranch had enjoyed a successful track record for over twenty years.

Why has this small place nestled on the banks of the Manasquan River survived the times? Well **Santore** has this opinion; “This place has been an institution, a place where everyone likes to gather, eat, drink and have a really good time. A place where everyone knows everyone else; a place where you can feel comfortable all of the time, and enjoy a consistently good dining experience each time you visit. This place is just an average local restaurant and bar, with an above-average reputation and track record.”

The concept is simple. An uncomplicated menu augmented by daily blackboard specials. A large assortment of ales, lagers, stouts and beers holding a prominent place at the bar. A grill behind the bar generating the smell of burgers and steaks grilling, filling the restaurant with tantalizing aromas throughout the day. Portions that are generous, and prices that are more than reasonable. And a cozy fireplace-lit dining room set in front of an enormous picture window providing diners with a panoramic view of the Manasquan River.

It’s just that simple...a place where a loyal clientele like to come to eat, drink and be merry. “If it ain’t broke, don’t fix it, and hopefully we will be here for the next twenty years,” state the new owners. Stop by and see how simple it really is.

Harpoon Willy’s is open for lunch and dinner, seven days a week.