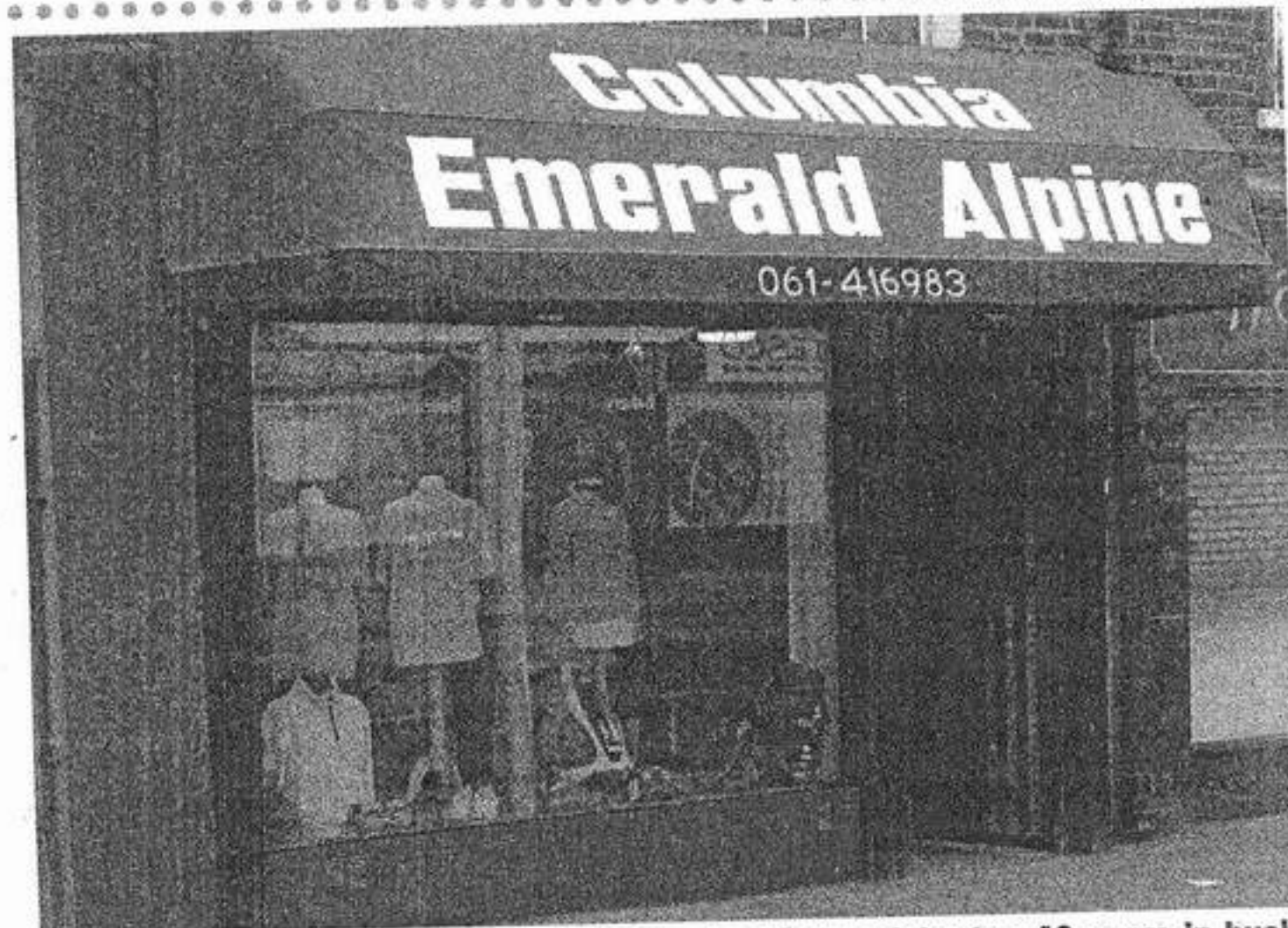


Leisure

# Life & Leisure



Emerald Alpine continues at Patrick Street until it celebrates 40 years in business with a June move to Upper Roches Street.

## Emerald Alpine - is on the move midsummer

THE Emerald name has been integral to Patrick Street for exactly 40 years now. Emerald Alpine shop for sports wear will celebrate its serious birthday with a move to a new premises at Upper Roches Street.

Known for its quality and value in ski, surf and hiking gear, Emerald Alpine enjoys loyal support from its customer base in the Mid West. But the company title actually began life in the 1970s under Michael McCarthy as Emerald Appliances until 15 years ago when the business, title and management changed to Emerald

Alpine.

"My mother Mary still works in the business, and we're managed by Padraic Cleary," says Vincent McCarthy, son to Michael. A sportsman himself and popular with clientele, Vincent is moving to shop to 20 Roches Street to oblige the coming Opera Mall, to run from Bank Place to Patrick Street.

"Our new shop is going to be much bigger, running to 1,600 sq ft and with wonderful 13' high ceilings," he says. "We will have greatly expanded stock and better display area and more room to

get a feel of larger merchandise such as surf boards and skis". Until then, Emerald Alpine trades busily at Patrick Street until the end of May. A clearance sale timed for the middle of May will see heavy discount on ski wear, but also high season goods such as hiking, trekking, surfing and summer sports wear.

Time to pay your respects to this Limerick-owned business and pick up the sports kit for a song. Life at 20 Upper Roches Street begins on June 1 - 40 years ago.

## Lyddy the new gem at Keane's, Limerick

