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Provisions and Roam Gallery team up to open The Coffee Shop Williamstown

By John Skaaren, The Berkshire Eagle Aug 7, 2025 3 min to read

The Coffee Shop Williamstown is adjacent to Provisions and Roam on Water Street in Williamstown.
GILLIAN NICA — THE BERKSHIRE EAGLE

WILLIAMSTOWN — When Peter MacGillivray, owner of Provisions Williamstown, and Xtina Parks, of Roam Gallery, decided to go into business together, they looked no farther than the space between them.

At the top of Water Street, the duo opened The Coffee Shop Williamstown, serving up fresh espresso, pastries and a sense of community in the former home of Cranberry Bistro between Provisions and Roam.

The Coffee Shop Williamstown has outdoor seating for customers. It is adjacent to Provisions and Roam on Water Street in Williamstown.
GILLIAN NICA — THE BERKSHIRE EAGLE

"It was really great to sit down with Xtina and brainstorm what we could create together," said MacGillivray. "We both care deeply about engaging with the community, not just giving back to it, but giving it a place to be part of something."

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Although MacGillivray made no big marketing push with the soft launch of the business on June 20, word spread quickly through town, thanks in part to foot traffic from Provisions and Roam Gallery.

"We have this great synergy," said manager Ali Tatro. "The art on our walls comes from Roam Gallery. Some of our grab-and-go items are sold at Provisions. Everything kind of connects here from art and wine to coffee and conversation."

Inside, the shop's steampunk-inspired décor, with its copper fixtures and antique furniture, reflects the rustic nature of the mill-like building's brick exterior. The walls are adorned with Parks' wildlife and landscape photographs, which are available for purchase, creating a space that doubles as a pop-up gallery.

The Coffee Shop Williamstown has a variety of seating for customers. It is adjacent to Provisions and Roam on Water Street in Williamstown.
GILLIAN NICA — THE BERKSHIRE EAGLE

Outside, a European-style garden patio offers a quiet, leafy setting to sip coffee in the sun or under the shade of an umbrella. Plans for evening lighting and events are already underway.

"We want to turn this into a space you can visit all day," said Tatro. "Coffee in the morning, a cocktail at night. Something that feels relaxed and communal, no matter the hour."

That vision includes a future liquor license, small plates and charcuterie boards, and flexible zones within the space that transition from quiet study to evening hangout.

"We're not in a hurry to grow faster than we can handle," MacGillivray said. "We want to make sure we've got the fundamentals right first. But when the time is right, we'll expand."

Already, the shop has drawn a steady stream of regulars. MacGillivray credits that in part to the feedback-first model they have embraced.

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"We'd much rather hear from the community about what they want than try to guess," he said. "We're operating with a really open mind. As long as people are engaged and having fun, we'll keep furthing that."

The café's coffee comes from Café Crivole, a socially conscious roaster that sources beans from Haiti, South America, Southeast Asia and Africa. Founded by a former smuggler who transformed his operation into a fair-trade business, Café Crivole has a dramatic backstory, but MacGillivray insists on the quality.

"Well, it tastes great," he said simply. "That's our baseline, everything we serve has to be excellent. But it also has to align with our values."

Tea is provided by Spirit Tea, and is served in handcrafted mugs by local artist Jackie Sedlock, whose pottery studio sits practically in the café's shadow. Her work, fired just about 15 minutes up the road, is both used in the café and sold there.

"You couldn't get more local than Jackie," MacGillivray said. "It's one of those details that makes this place feel rooted."

Other ingredients reflect a similar ethos, with milk from High Lawn Farm and maple syrup from Sweet Birch Farm used in hot and cold drinks alike. The goal is to create something that tastes good, supports other local businesses, and tells a story in the process.

With a kitchen renovation underway, the café currently offers small bites like pastries, but plans to introduce breakfast sandwiches, soups, salads and light lunch offerings as the kitchen comes online.

"Eventually, we would love to make as much as we can in-house," said Tatro. "But even now, we're committed to giving people something they can't get elsewhere, something that feels curated and handmade."

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Ali Tatro manages The Coffee Shop Williamstown adjacent to Provisions and Roam on Water Street in Williamstown.
GILLIAN NICA — THE BERKSHIRE EAGLE

The café's team is nine strong for now, with more hiring planned as operations expand, including culinary staff for the evening menu.

With an eye toward the future, the team envisions alcohol-free community events, workshops and even a potential "coffee rave," a morning party with a DJ and cold brew in place of cocktails.

"Life doesn't have to be that serious," said Tatro. "We want to play. We want to bring people together, start the party early, and make this space fun."

If you go ...

What: The Coffee Shop Williamstown

Where: 47 Water St., adjacent to Provisions and Roam Gallery

Hours: Open 6 a.m. to 2 p.m., with extended evening hours and food offerings planned to come soon

More information: Follow them on Instagram @thecoffeeshop_wt for updates

John Skaaren can be reached at jskaaren@berkshireeagle.com.

Tags COFFEE WILLIAMSTOWN PROVISIONS ROAM GALLERY COLLABORATION OPENING

John Skaaren

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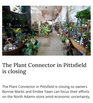
Jane Ralph to step down as executive director of Construct

Jane Ralph, executive director of Construct, will step down from her role after 10 years leading the South County affordable housing nonprofit.

Provisions and Roam Gallery team up to open The Coffee Shop Williamstown

The Coffee Shop Williamstown had its soft opening at the end of June, and has been using the lessons it has learned so far to adapt its business model.



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The Plant Connector in Pittsfield is closing its owners announced Wednesday, Aug. 6. The store, located on the North Adams stone yard occasionally

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The Rothstein-Fitzpatrick family-run inn is celebrating its final season of Race Brook Lodge as they prepare to sell.

Former Cheshire Sporting Goods owners take over Avid Sports in Pittsfield to support local hunting and archery

Travis Delvecio and Jamine Sears, former owners of Cheshire Sporting Goods, have taken over Avid Sports in Pittsfield, where they will continue selling hunting with the equipment they need to tackle the woods, water and fields of the Berkshires.

'We love dogs ... and we love living in the Berkshires': Barkshire Dog Trading Co. offers products for dog lovers

Reuben and Amber Lare created Berkshire Dog Trading Co., an online dog-centric retail gift store in 2021, as a way to celebrate dog lovers.

via Taboola feed

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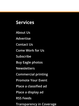

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