



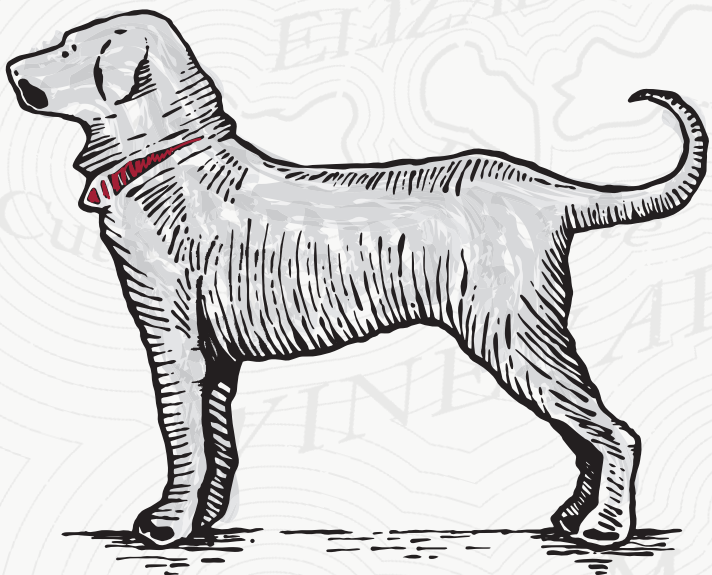
The Black Dog Tavern Co.



SPRING '22 CATALOG
Celebrating the Classics



THE BLACK DOG TAVERN, LATE 1970



“Celebrating the Classics”

The story of The Black Dog is a real one. There is a real Sailing Captain who loved his island home and to sail. He rescued a real dog, our namesake, Black Dog who sailed alongside him. In 1971, he opened a restaurant and eventually, folks wanted to buy teeshirts bearing her likeness right off the backs of our Tavern crew members. Fifty years later, we are still a real place, a place where visitors and locals alike connect with our past and celebrate our future. In this time of growth and reset, it feels most fitting to “Celebrate the Classics.” We have the chance to remind ourselves, through our classics product line, of our roots and of how The Black Dog Tavern Company came to be. Even more exciting will be seeing how the stories from our past will bring us into the future. We look forward to sharing the next chapter with you.

#lifeofftheleash

Out of one sailing Captain’s love for the sea, his island home, and of course, his dog,
The Black Dog Brand was born.

Learn more about the Legend of The Black Dog at theblackdog.com

Share your #lifeofftheleash moments with us @theblackdogmv





BLACK DOG
CREW MEMBER
SABRINA
HAVING SOME
FUN AT WORK



THE BLACK DOG TAVERN, TODAY



BLACK DOG CREWMEMBER MICHAEL
TAKING IN A QUIET MOMENT



CAPTAIN ROBERT DOUGLAS ABOARD
THE TALL SHIP SHENANDOAH



BLACK DOG
BALLERINA
GABY
EN POINTE



"BEST FRIEND" ENTRY "RAILEY"
FROM APOLO, PA



BLACK DOG CREWMEMBER MOLLIE
AT 5 YEARS OLD



BLACK DOG CREWMEMBER ADAM
MAKING NEW FRIENDS!



BLACK DOG CREWMEMBER
JULIO DOING HIS THING!



SHORTSLEEVE CLASSIC TEESHIRT

Our iconic favorite, dated on the back making it a one-of-a-kind collector's item. Classic Fit. Imported.

MENS Polo Grey, White, BD Navy, Greenspace, Island Red, Calm Blue. S-XXXL A199 \$34



LADIES Polo Grey, White, Light Aqua, Calm Blue, Pink Glow, Lavender XS-XXL L1212 \$34



KIDS Polo Grey, White, Calm Blue, Pink Glow, Greenspace, Orangina. XS-XL K718 \$28



LIL KIDS Polo Grey, White, Peachy, Light Aqua, Calm Blue, Pink Glow. 6M-5 B467 \$24



LONGSLEEVE CLASSIC TEESHIRT

Classic logo printed on front, "The Black Dog, ESTD 1971" on back keeps it timeless. Classic Fit. Imported.

MENS Polo Grey, White, Fathom, Fatigue, Yarrow, Orangina, Diver Blue. M194 \$44



LADIES Polo Grey, White, Fatigue, Black, Peace Out. XXS-XXL L893 \$44



KIDS Polo Grey, White, Lavender, Lobster Bisque, Light Aqua, Fathom. XS-XL K214 \$32



LIL KIDS Polo Grey, White, Gulf Stream, Fathom, Palest Pink. 6M-5. B435 \$26



OUR WORLD FAMOUS TEES

THE TSHIRT THAT MAKES FRIENDS AT HOME AND ON THE ROAD.

Whether you have been to our island home of Martha's Vineyard, traveled to one of our coastal General Stores, or perhaps just know us from our catalog, our iconic tee has connected people for over 50 years. Through the years, we have received photos from you celebrating life's off the leash moments - travels, weddings, birthdays, reunions, and more - in our tees. We too have marked milestones in our tees - from opening stores in new hometowns, to rescuing shelter pups, to welcoming one season into the next, we are excited to celebrate over fifty years with you. It may seem silly to connect life's moments to an article of clothing, but we still love to hear stories of Black Dog visits and to see the photos of you, your families, and friends wearing our gear. We hope that these are the memories you think about each time you

put on a Black Dog Tee. 🐕



SO MANY CUSTOM
COLORS - EACH ONE DYED
EXCLUSIVELY FOR US!

THE WORKSHOP OF CAPT. ROBERT DOUGLAS, LOCATED ON MARTHA'S VINEYARD, IS THE SITE FOR MANY OF THE PHOTOS IN THIS CATALOG.



HEAVYWEIGHT CREW

Want all the cozy warmth of a heavyweight without the hood? Fear not friends, we added this classic crewneck style a few seasons back and it's been a fan fav ever since.

A196 Polo Grey, Fathom.
XS-XXXL. \$74



HEAVYWEIGHT FISHERMAN

our earliest catalogs referred to this sweatshirt as the "pouch front." When local fisherman began to wear it on our shores, we changed the name in recognition.

A194 Polo Grey, Island Red, Orangina. XS-XXXL. \$82.

HEAVYWEIGHT HOODIE

once only offered in our classic heathered grey, this iconic hoodie is now offered in an array of trend colors.

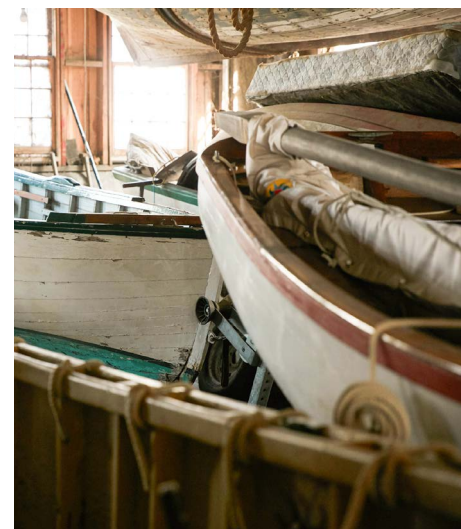
A195 Polo Grey, Yarrow, Calm Blue, Island Red. XS-XXXL. \$84



HEAVYWEIGHT APPLIQUE FISHERMAN

think of this as the refined older brother of our classic fisherman. The DNA is mostly the same, but the applique art makes it a bit more polished.

A193 Oatmeal, Black. XS-XXXL. \$86.



THE ORIGINAL

When you think of a sweatshirt, you think of something warm and comfortable. Something that you can grab season after season, because as you know, every season has its sweatshirt weather. If you grab a Black Dog sweatshirt, it will very likely be the best sweatshirt you've ever owned. We've combined fleecy warmth, timeless details, unmistakable weight, comfort, and durability...original details that have made them a fan favorite for over 50 years.

QUALITY MATERIALS ▶

16 OZ. OF PRESHRUNK COTTON/POLY FLEECE FOR SUPERIOR WARMTH & COMFORT

DETAILS MATTER ▶

RUST-RESISTANT ANTIQUE NICKEL EYELETS ON HOOD WITH HEAVYWEIGHT BRAIDED DRAWCORD WITH BRUSHED METAL TIPS

MOTION IN MIND ▶

GUSSETED SIDE PANELS FOR EASE OF MOVEMENT

TOUGH STUFF ▶

HEAVYWEIGHT RIBBED CUFFS AND WAISTBAND



LEGENDARY SOFTNESS, FOREVER CLASSIC



Our favorite layer for boat rides, dog walks, and fire-pit gatherings. Made from the softest double-brushed fleece, these sweatshirts will become your everyday go-to from one season to the next, in so many shades, which will you choose? 🐕

LADIES CLASSIC SWEATSHIRT COLLECTION

Double-brushed on the inside and out, there is not doubt when you reach for one of our sweatshirts, that you've got yourself a favorite. Classic logo on front, "The Black Dog, ESTD. 1971" on the back. 80% Cotton, 20% Polyester. Classic Fit. Imported. Sizes XS-XXL.



HOODIE

Polo Grey, White, Yarrow, Diver Blue, Neon Pink, White, Lobster Bisque, Fathom, Black L1130 \$68



FISHERMAN

Polo Grey, Blush L893 \$66



CREWNECK

Polo Grey, Butter, Lavender, Peachy, Palest Pink, Light Aqua L1119 \$62



FULL ZIP

Polo Grey, White, Black L-758 \$72



@playfulpercy

THE BLACK DOG WHARF IS A FAVORITE PLACE FOR PHOTOS- MANY ENGAGEMENTS, REUNIONS, AND SMILES HAVE BEEN SHARED THROUGH THE YEARS AT THIS VERY SPOT.



@who.is.hubble



THE NEXT GENERATION

Our kids and lil kids classics are comfy and stylish, yet made with high quality details that make them rugged enough for even the most active kids. 🐕



LIL KIDS CLASSIC ONESIE

In our supersoft t-shirt jersey, the perfect layer for our youngest fans.
100% Cotton. Classic Fit. Imported. Sizes 6M, 12M, 18M
CLASSIC PRINT: White, Palest Pink, Gulf Stream, Butter, Light Aqua B441 \$26
MINI DOG PRINT: White, Palest Pink, Gulf Stream, B473 \$26



LIL KIDS CLASSIC SWEATSHIRTS

Little ones will love snuggling up in our supersoft fleece sweatshirts. All the quality of our classic sweatshirts, just made smaller.
80% Cotton, 20% Polyester. Classic Fit. Imported.
Sizes 6M, 12M, 18M, 2T, 3T, 4T, 5.

HENLEY PULLOVER

Easy-fit pullover style with three snaps at front placket to allow for easy dressing. Kangaroo pocket, Classic logo on front, paw prints down both sleeves.
Polo Grey, White, Lobster Bisque, Fathom B433 \$34

CREWNECK

Classic crewneck styling with rib trims at neck, cuffs, and hem.
Polo Grey, White, Fathom, Palest Pink, Lobster Bisque, Butter, Gulf Stream B432 \$34

FULL ZIP

Adorable paw prints run up the sleeve, Classic logo at left chest.
Polo Grey, White, Lobster Bisque, Pink Glow, Light Aqua, Calm Blue B443 \$38





KIDS CLASSIC SWEATSHIRTS

Our kid's sweatshirts are supersoft and cozy.

Perfect for the summer nights ahead.

80% Cotton, 20% Polyester. Classic Fit. Imported.

Sizes XS-XL

FULL ZIP

Perfect layering piece from one season to the next. Full zip styling with kangaroo pocket on front.

Polo Grey, Black, Butter, Light Aqua, Gulf Stream. K651 \$54

HOODIE

Generous lined hood with oversized kangaroo pocket of front.

Polo Grey, Calm Blue, Fathom, Pink Glow, White, Island Red. K652 \$54

FISHERMAN

Our signature "fisherman" silhouette with standup collar and kangaroo pocket.

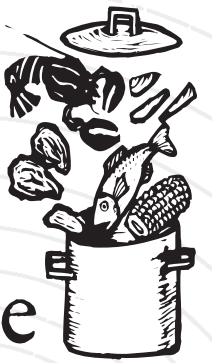
Pink Glow, Calm Blue. K631 \$54



THE ORIGINAL BLACK DOG
LOVED TO ROAM THE BEACHES OF
MARtha'S VINEYARD. TODAY, NEW
GENERATIONS FOLLOW IN HER
PAWPRINTS.

BLACK DOG UNLEASHED

Folklore, Food, and Philanthropy



A Black Dog Clambake

If your lucky enough to visit The Black Dog Tavern on Vineyard Haven harbor, our Clam Bake is a must-have. Even if you can't visit, you can bring a taste of the island home. Pick up the freshest ingredients from your local fishmonger (or better yet, gather your own), set a pot of water on the stove, gather some friends together, spread some newspaper on the table, roll up your sleeves, and dig in!

We think that there is no better way to enjoy a summer evening.

INGREDIENTS (FOR EACH GUEST):

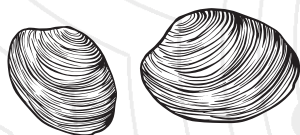
- | | |
|---|-----------------------|
| One 1 1/4 lb. live lobster | 1/4 lb. mussels |
| 1/4 lb. small new red potatoes, quartered | 1/2 lb. steamers |
| 1/4 lb. of linguica | lemon wedges |
| 1 ear of sweet corn | melted butter |
| | lobster cracker/picks |

1. When purchasing the seafood, ask for small net bags used for clambakes. Fill the bags with the various ingredients & tie closed.
2. Put 1 1/2 - 2 inches of water in a lobster steamer or the largest stockpot you can find & bring to a boil. For large parties, consider renting a large stock pot with gas burner (especially for outdoor parties!) Place lobsters in the pot & replace lid. Continue adding all the lobsters.
3. Arrange the filled net bags in layers over the lobsters. Start with the potatoes, then the linguica, corn, mussels, & steamers. Replace lid.
4. Steam everything for about 20 minutes. The mussels should be open, lobsters bright red, and potatoes cooked through. Cook for more time as needed. The more that is in the pot, the longer the cooking time may need to be adjusted and be sure to check your water level!
5. When done, pour everything out onto large serving platters and serve with lemon wedges, melted butter, and plenty of napkins ...clambakes must be eaten with your hands! Wrap things up with a nice sunset as the final ingredient to this perfect meal.



CLASSIC DINER
MUG

Natural, Red. X100 \$10



Remembering the Tavern's Early Days

with Lendgandary Angler and Islander, Janet Messineo

When asked why she is considered an "Island Legend," angler, taxidermist, storyteller, and mentor Janet Messineo replies, "I'm just Janet banana on the bunch - I don't need to be singled out." After washing ashore in the late 1960s as a restless 18-year-old from Lawrence, MA, Janet discovered the joys of surfcasting and the simple ease of Martha's Vineyard living. To support her new hobby she worked several jobs, one as a waitress at The Black Dog Tavern. Wonder what those early days at the Tavern were like? Janet tells stories of a sleepier time, when customers were named by their regular orders "Two Eggs and Toast" and "Blueberry Pancakes", and by their sometimes-bold personalities. A certain regular who was notorious for her challenging temperament noticed a very large lobster being put to boil in the Tavern's open kitchen. "Bring that lobster to me!" she demanded. Too terrified

to argue, the waiter brought the lobster right to her! Janet also spoke with us about the Tavern uniforms (simple aprons she designed), jigging for squid off the Black Dog wharf, waiting on the crew from the movie "Jaws," and the friendships made by sharing a special moment in time.

We also chatted about the thrill of fishing at night, aware of the dangers of the sea, being a woman alone in the dark, and mysterious "rustles in the grass." She shared a story of a game of wits she once played with a skunk as it blocked the base of the jetty she was fishing on (a game that lasted quite a while!) and landing a trophy fish after hours of maneuvering along the shore. She is quick to note that while her relationship with the island wasn't without its share of bumps in the road, the Vineyard made her feel safe, a place like no other for mastering her fishing skills, and for creating lifelong friendships.



JANET MESSINEO has written about fishing for many publications and recently published a book, "Casting into the Light: Tales of a Fishing Life," a memoir about her life and fishing. She lives with her husband, Tristan Israel, in Vineyard Haven, Massachusetts.



A Doggone Good Cause

We're passionate about helping animal shelters and finding "forever" homes for shelter pups!

In March 2014,
The Black Dog
launched our first ever
Doggie Adoption Month

Our **General Stores**
have developed
longstanding
partnerships
with local animal rescues
across **Cape Cod**
and the Islands, and from
Maine to Florida

In the decade since we've
run our twice-yearly events, we've
raised over **\$100k**
for local shelters. We have also
found homes for hundreds
of shelter dogs!

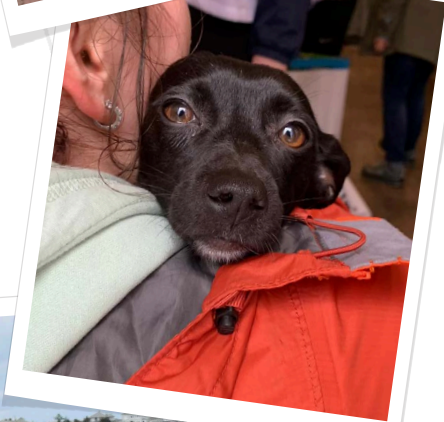
In **2019** we partnered
with **Beantown**
Blankets,
for every Black Dog
"Shelter U"
blanket sold, another is
donated to
provide comfort for
shelter dogs.
To date we've donated
nearly **3500**
blankets!

Our namesake
Black Dog was a rescue.
Captain Douglas
took her in and she spent
the rest of her days by his side
aboard the Tall Ship *Shenandoah*.
She became quite a legend.

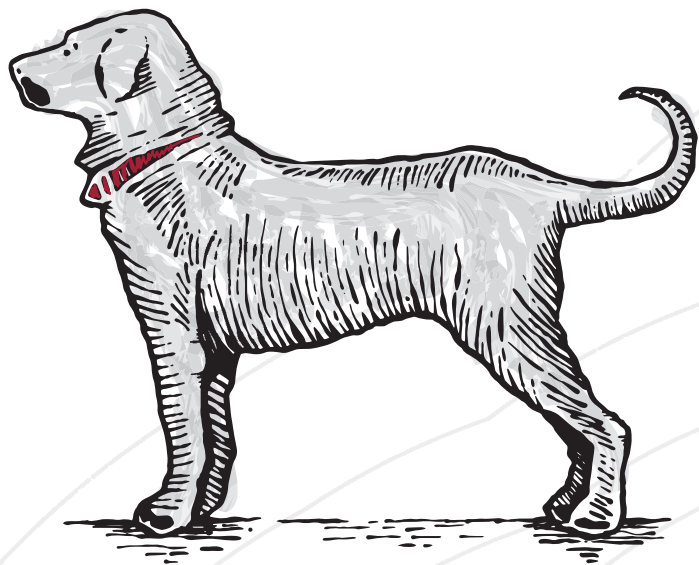
Every dog has the potential to be a legend...
they just need the chance.



OUR NAMESAKE, "BLACKDOG"



CLASSIC DOG
SWEATSHIRT
Neon Pink, Diver Blue,
Polo Grey. D189 \$28



SUMMER CLASSICS REFRESH

For nearly fifty years we have been known for our iconic tees & sweatshirts.

Keeping in tradition, we've added new styles for the entire family.

Here is a sneak peek of our exciting new classics coming this season.

FOR YEARS WE'VE BEEN ASKED WHEN WE WERE GOING TO ADD A HEAVYWEIGHT SWEATSHIRT IN A MORE FEMININE FIT. INTRODUCING OUR OCEAN QUARTER ZIP AND ANCHOR FULL ZIP STYLES. STYLED JUST FOR HER IN OUR CLASSIC 540 GRAM HEAVYWEIGHT FLEECE.



WITH ITS RICH PIECE-DYED STRETCH TERRY FABRIC AND EYE-CATCHING APPLIQUE GRAPHIC, OUR NEW TAILGATE HOODIE IS OUR NEWEST MUST-HAVE, YEAR-ROUND LAYER.

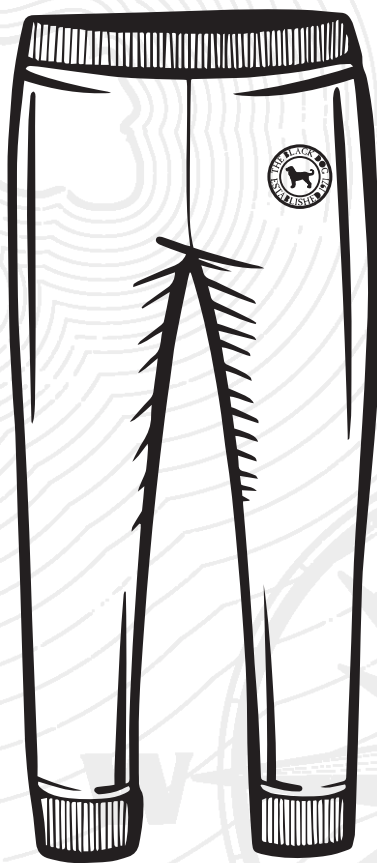
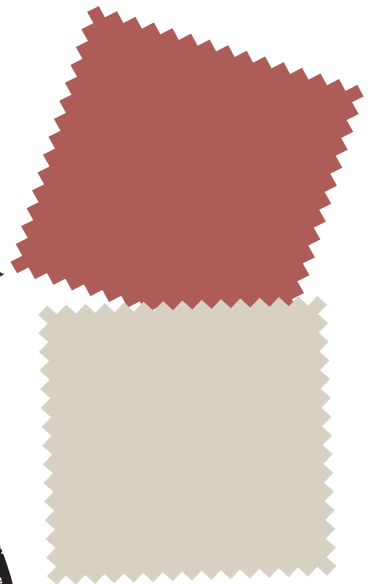


WE TOOK OUR LOOPED-BACK TERRY, A TRADITIONAL RUGBY STRIPE, AND COMBINED THEM WITH OUR CLASSIC QUARTER-ZIP STYLE TO CREATE OUR NEW RUGBY STRIPE NAVIGATOR. LIKE ITS PREDECESSOR, DESTINED TO BECOME A FAN FAVORITE.

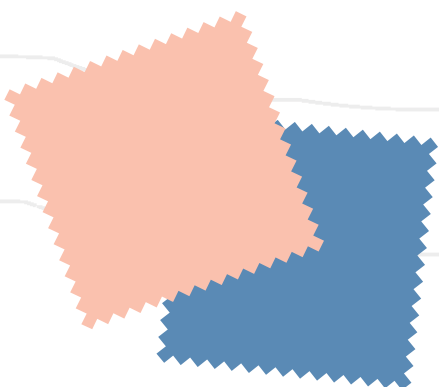




WE KNOW YOU CAN'T GET ENOUGH OF OUR CLASSIC HEAVYWEIGHT FLEECE SO WE'VE ADDED A STYLISH NEW OCEAN HALF ZIP & FULL (WITH KANGAROO POCKET!) FOR DAD AND THE KIDS!



SWEATPANTS ARE HAVING THEIR MOMENT! OUR CLASSIC DOUBLE-BRUSHED SWEATSHIRT FLEECE MAKE UP OUR COZY COVE SWEATPANT (AND SHORT)...FOR EVERYONE IN THE FAMILY!



FEELS LIKE TSHIRT, WEARS LIKE A POLO. OUR 100% RINGSPUN COMBED COTTON TEE FABRIC KEEPS OUR NEW PENINSULA POLO FROM FEELING ANYTHING BUT FUSSY.





THE BLACK DOG CATALOG
24 Patterson Brook Road
West Wareham, MA 02576
1.800.626.1991

STANDARD
U.S.. POSTAGE
PAID
THE BLACK DOG
TAVERN



FREE GIFT WITH PURCHASE

Receive a FREE Classic Canvas Totebag
with your purchase of \$175 or more!



On our cover: “My Dog is My Best Friend” entry “Cali” a Black Lab Mix from Clarksville, TN. Says her owner Samantha: “Cali is my best friend and first dog! I adopted her as soon as I moved into my first apartment sophomore year of college. She wasn’t the dog I was looking for, but she definitely picked me! Cali has been my sidekick ever since. We added two brothers to our family and she’s welcomed every foster over the last 5 years with open arms. She’s quirky for sure, but such a sweet, kind dog.”

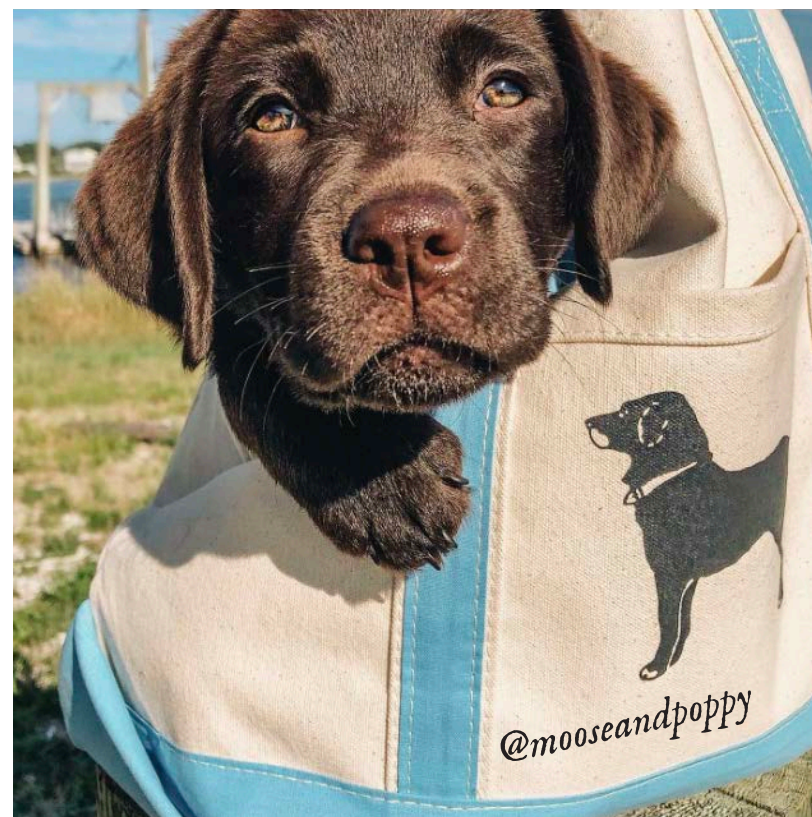


SHOP ANYTIME AT
THEBLACKDOG.COM

NEED HELP? We are here to help with any questions you may have about sizes, styles, or color. Call us at 800.626.1991 or email us at customerservice@theblackdog.com

WHERE ARE WE? We’d love to meet you at one of our General Stores or Restaurant locations - Find us at <https://www.theblackdog.com/apps/store-locator/>

SHIPPING Free Standard Shipping on orders over \$50 within the US. We also ship internationally, please choose our international shipping option at checkout.



DOGGONE GOOD CAUSES AT WORK We work with partners to help make a difference because Living Life off the Leash means sometimes sharing our good fortune with others. Learn more at <https://www.theblackdog.com/pages/doggone-good-causes-at-work>

**SHARE YOUR #lifeofftheleash
MOMENTS WITH US @theblackdogmv**



Scan the QR code or text “HELLO” to (877) 725-2534 to be the first to know about new product releases, sales, events, fun facts, and more!