Making It At HOME
Community & Business News

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Yodeling Clam has been mainstay in community for three decades

By MIAH Staff

For nearly 30 years, Brenda Gosch has been offering fresh Maine lobster at the Yodeling Clam, a take-out lobster pound located next to her home on Stephen Eaton Lane.

"This is strictly take-out of live or cooked lobsters. I do (clam) chowders on the weekends. Once the summer season starts, I'll start up again with the chowder," Brenda Gosch said.

The Yodeling Clam began in 1983 when Brenda Gosch, a Maine native, was asked to take over a clam business on the property from her father-in-law at the time. At that point the business only sold clams and Stephen Eaton Lane was known as Clam Shell Alley. Gosch took over the business and soon began offering lobsters as well as clams. Her cousin, Raymond Brown, came up with the Yodeling Clam as a play on the name of another business in the area, The Whistling Oyster in Ogunquit. Another restaurant, the Laughing Lobster, later started up, but has since shut down.

Although the location has not changed since Brenda Gosch started the business in 1983, she said she is still seeing new customers, many who were not familiar with the business.

"There is still a lot of people who don't know I am here," Brenda Gosch said.

The store's location—right off Route 1 and less than two miles from the Maine Turnpike, has helped attract customers as well. Brenda's husband Aaron Gosch said the Yodeling Clam is the closest lobster pound to Exit 19 of the Maine Turnpike.

The business would not be what it is without its longtime customers.

"It's huge," Brenda Gosch said of what their support means to her. "They are supporting us. They are going to the small business instead of taking their business elsewhere."

Many of these long-time customers are local residents, town leaders, or friends, but one group of long-time customers still stands out for Brenda and Aaron.

Brenda Gosch said back in the early 1990s, secret service officials protecting President George H.W. Bush.

"George Bush's motorcade came here for lobsters," said Aaron Gosch. "That was exciting."

A few of the secret service members still pop in every so often to say hello, Brenda Gosch said.

Brenda Gosch said she recently started a Facebook page to connect with her customers and give them a way to make reservations online. Nevertheless, she said most of her not-in-person orders came by telephone call.

The lobsters offered at the Yodeling Clam, Brenda Gosch said, is purchased from a local lobster dealer. During the summer, she said, she purchase lobster every day. Sometimes, when the business is especially brisk, she orders lobsters twice a day. The two large tanks behind the cash register, she said, can comfortably hold 600 pounds of lobster.

The Yodeling Clam, located at 35 Stephen Eaton Lane, is open from 2 to 7 p.m. Mondays through Thursdays, Fridays from 2 to 8 p.m. and Saturdays and Sundays from 9 a.m. to 8 p.m. For more information call 646-5067.

Aaron Gosch, left, and Brenda Gosch own and operate the Yodeling Clam, a lobster take-out business located in front of their home on Stephen Eaton Lane in Wells. The business, started in 1983, frequently prepared lobsters for President George H.W Bush in the early 1990s. (MIAH staff photos).