

Snow My God — Storm hype bigger than snow fall

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Winter storm Juno, as Tuesday's storm was named, set records in New England, with [22.2 inches of snow coming down](#) in Portland and [14.9 inches in Bangor](#), according to the National Weather Service.

The storm was dubbed a blizzard and was predicted to dump upward of 30 inches on New York City, according to [The Weather Channel](#).

But that didn't happen. In fact, [NWS admitted it messed up](#) in predicting a storm with potentially historic snowfall, according to BBC News.

Although the storm was a bust in parts of the Northeast, the storm did achieve one thing: mass hysteria. If you dared to travel to the grocery store on Monday night, you surely got a taste of the horror. Lines that extended into aisles, empty shelves where loaves of bread once sat and broken eggs were commonplace at supermarkets across Maine as forecasts continually called for more snow.

Brittney Watt, a social work student at the University of Maine, was working at the Hannaford on Union St. in Bangor on Monday, and lived to tell the tale.

"It was very crazy in the store," Watt, who was restocking shelves, wrote in an email. "I felt like everywhere I turned I had to make sure I wouldn't bump into someone."

"I got asked some pretty ridiculous questions about stuff we carry, though, like items you would never find in a grocery store. I got asked about tarps from one customer," she said.

Watt said she doesn't know the exact number of customers who were shopping before the storm, but did say it looked like double the amount of customers on a typical day.

So what was it people were buying? Why were register lines so crazy?

"I got asked countless times where [beer] was in the store," Watt said. "The customers kept telling me they needed to stock up."

It seems to be a trend that beer is a storm sellout. In 2004, in the wake of Hurricane Frances, Wal-Mart stores in Arkansas reported beer was the top-selling item pre-storm, according to the [New York Times](#).

In Old Town, the local Hannaford was reminiscent of a hunting ground — a pack of lions set upon the unsuspecting gazelle. That is, if you could park your car.

Inside, it was chaos, like gridlock traffic with the stoplights out of order.

Students weren't thrilled, to say the least.

"I wanted tomato soup because I ran out, and there was no tomato soup," said Annie Morgan, a music education student at UMaine.

Morgan also lamented at the long lines and crowded aisles.

But for others, the storm was blown out of proportion.

"We could have way more blizzards, that's just one blizzard," Hannah Gowen, a medical laboratory science student at UMaine, said.

"We live in Maine, let's be real, here. It's just snow," Gowen, who shopped in Bangor on Monday, said.

"I think weather can be unpredictable anytime, even in Maine. But we know it snows in Maine," Watt said. "People who live here should be cautious about winter safety, but acknowledge that storms happen. They happened last year, they'll happen next year, and every year after that."

"The media definitely hypes it up," Tanika Gorham, a journalism student at UMaine, said of the attention the storm received prior to its stop in Vacationland.

Gorham is right. Tuesday's storm was called the "Blizzard of 2015" by many media outlets including [ABC News](#) and [CBS News](#).

But remember, winter is far from over. In the meantime, Watt has some advice for those who feel the need to stock up before storms.

"Don't go shopping the night before to get all of your things you may need for the storm. Everyone does it and it's always hectic," she said.

In other words, be smart and be safe, and always check the forecast ahead of time and plan your beer purchases accordingly.