



NOT JUST 'A NY PEACH'.....
A JERSEY FRESH PEACH!
Garden State grown...nutritious...delicious...the best!

www.jerseypeaches.com

FOR IMMEDIATE RELEASE

**NEW JERSEY'S PEACH CROP IS ONE OF THE BEST EVER
KINGS SUPERMARKETS FEATURING IN CONSUMER COOKING CONTEST**

Short Hills, NJ (July 8, 2009) --New Jersey's peaches are considered by connoisseurs to be among the very best in the country. And this year's crop is as near perfect as it gets – glowing color, sweet, juicy – and abundant. Cool spring and summer rains produced juicy fruit; sunshine, just when needed, is ripening fruit to the colors of a glorious morning sunrise, all peachy gold.

Jersey Fresh peaches begin appearing in markets in mid-July and are available through September. This glorious, nutritious fruit is being celebrated this season at "Peach Party" special events across New Jersey during July and August. Kings Super Markets is joining the celebration with a special promotion, "Beyond the Peach Pie Recipe Contest." Consumers are invited to pick up entry blanks at any of Kings 25 stores and submit their favorite recipes, between July 10 and July 31st. Five finalists will be selected from all the recipe entries, to prepare their dishes for judging at Kings Short Hills cooking studio. The Grand Prize is a one-minute shopping spree at Kings, tote of Jersey Fresh peaches and Kings cooking studio gift certificate. Second prize: basket of baking materials \$100 Kings gift card, tote of Jersey Fresh peaches and Kings cooking studio gift certificate. Third prize: Kings cooking studio gift certificate and tote of Jersey Fresh peaches.

The contest is being sponsored by Kings Super Markets and the New Jersey Peach Promotion Council, a volunteer organization dedicated to marketing and promoting New Jersey-grown peaches.

New Jersey is the country's 4th largest producer of peaches, growing more than 40 different varieties in 90 orchards throughout the state. Hand-picked peaches are picked, packed, and shipped one day, reaching markets in the eastern U.S. the same day, or by the next morning via overnight transit. Considered about the best for quality and taste, Jersey fresh peaches can be found in supermarkets, farmers markets, specialty stores and on restaurant menus. The website, www.jerseypeaches.com offers tips on selecting, handling, storing freezing, canning; recipes, places to purchase, nutritional information and more.

For further information, contact the New Jersey Peach Promotion Council, 1200 North Delsea Drive, Clayton, NJ 08312. Phone 856-307-6450 Ext 1. website www.jerseypeaches.com

###

