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www.jerseypeaches.com

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ABUNDANT, NEAR-PERFECT PEACHES FOR 'PEACH PARTIES' ACROSS NEW JERSEY Restaurants, Farmers Markets, Supermarkets Offer Special Promotions, Menus

Clayton, NJ (July 20, 2009) – Long awaited, eagerly anticipated – New Jersey's mouth-watering peaches are here now. They're juicy from early summer rains, and perfectly blushed with golden undertones from three weeks of sunshine. And, they're earlier than usual, showing up now in farmers markets; soon to be in supermarkets. According to the New Jersey Peach Promotion Council, the state's primary source for selecting and handling peaches, this year's crop is just what consumers should be looking for.

"We have a near full crop," says Santo Maccherone, Peach Promotion Council president. "Cooler weather during bloom did a good job of thinning flowers so our fruit size is excellent, enhanced by timely rainfalls. We've had no adverse weather – no major disease or insect problems. Sunny weather has brought out the sugars to produce the nutritious and delicious locally grown yellow and white peaches and nectarines."

Special Events, Menus, Promotions

Celebrating the governor's proclaimed "August is Jersey Fresh Peach Month" this year is a month-long series of "Peach Party" special events and promotions, at 13 farmers markets, 26 restaurants and supermarkets throughout the state. Festivities begin on July 30 at the West End Farmers Market, Long Branch, with a Peach Pie contest, prizes, gift certificates and 'peachy tastes and recipes from Tasty Pantry. On August 1st, the Collingswood Farmers Market has packed a full-day celebration of "The Peach" with music, story telling, raffles for a peach basket, restaurant peach-dish tastings and more. Participating farmers markets and restaurants have created their own special events, utilizing local talent and locally grown peaches.

All are listed on the NJ Peach Promotion Council website, www.jerseypeaches.com. The site also contains recipes from participating restaurants, nutritional information (a peach contains only 68 calories and is packed with vitamins, minerals, Omega 3 and other nutrients), what to look for when purchasing and how to handle, freeze and can this versatile fruit.

Restaurants

Twenty-five restaurants across the state will create tantalizing peach dishes for their August menus. "Peach Party" restaurant participants and farmers markets are listed below, followed by restaurant recipes.

COLLINGSWOOD/CAMDEN COUNTY/PHILADELPHIA AREA <http://jbloom.businesspromotioninc.com>

August 4-6: Restaurants here will offer 3-course "Just Peachy" special dinners, for just \$25.00/prson, spotlighting Jersey Fresh peaches. Dining comes with a friendly peach farmer talking about what makes Jersey Fresh peaches so special, how to store and use them, nutritional information and recipes to take home.

The Tortilla Press, Collingswood, 856-869-3345, www.thetortillapress.com Chef Mark Smith

Blackbird Dining Establishment, Collingswood, 856-854-3444 www.blackbirdnj.com Chef Alex Capasso

Andreotti's Viennese Café, Cherry Hill, 856-795-2233 www.andreottis.com Chef Rich Marsh

Dream Cuisine Cafe, Cherry Hill, 856-751-2800 www.dreamcuisinecafe.net Chef Vince Fanari

Blueplate, Mullica Hill, 856-478-2112 www.blueplatenj.com Chef Jim Malaby

Joe Palombo's Mirabella Café, Cherry Hill, 856-354-1888 www.mirbellacafe.com Chef Joe Palombo

ATLANTIC CITY/ATLANTIC COUNTY/JERSEY SHORE

Girasole Ristorante (609-345-5554) www.girasoleac.com

CAPE MAY/CAPE MAY COUNTY

Washington Inn (609-884-5697) www.washingtoninn.com

TOM'S RIVER/OCEAN COUNTY/JERSEY SHORE www.downtowntomsriver.com

The River Market 732-505-8090 www.rivermarketcafe.com

Bistro 44 (732-818-7644) www.bistro-44.com

Dinner on Irons (732-281-2582) www.downtowntomsriver.com

LONG BRANCH/MONMOUTH COUNTY/JERSEY SHORE

Jesse's Cafe & Catering (732-229-6999) www.westendvillage.com

Tre Amici (732-571-8922) www.treamicinj.com

Mix Lounge & Food Bar (732-923-9100)

Roselli's (732-923-9393) www.rosellisnj.com

NEW BRUNSWICK/MERCER COUNTY

Frog and the Peach (732-846-3216) www.frogandpeach.com

HIGHTSTOWN/MERCER COUNTY

Bistro Soleil, (609-443-9700) www.bistrosoleil.com

TRENTON/MERCER COUNTY

The Archives, Trenton Marriott at Lafayette Yard (609-656-4500) www.trentonmarriott.com

SEWELL/GLOUCESTER COUNTY/MULLICA HILL AREA

Barnsboro Inn (856-468-3557) www.barnsboroinn.com

MULLICA HILL/GLOUCESTER COUNTY

Blueplate, (856-478-2112) www.blueplatenj.com

HOPEWELL/MORRIS COUNTY

The Brothers Moon (609-333-1330) www.brothersmoon.com

BERNARDSVILLE/SOMERSET COUNTY

Bernards Inn (908-766-0002) www.bernardsinn.com

MILFORD/HUNTERDON COUNTY/DELAWARE RIVER AREA

Milford Oyster House (908-995-9411) www.milfordoysterhouse.com

KENILWORTH/BERGEN COUNTY/NORTHEAST AREA

Boulevard Five 72 (908-709-1200) www.boulevardfive72.com

WEST PATERSON/PASSAIC COUNTY

Castalia (973-785-8880) www.castaliatrattoria.com

JERSEY CITY/HUDSON COUNTY/ HUDSON WATERFRONT

LITM, (201) 536-5557 www.litm.com

Peach Dinner Menu, Chef Todd Villani

- Organic green salad with whipped country farm goat cheese, spiced walnuts, and peach compote.
- Karrabuta Pork with bacon whipped potatoes, charred jersey corn saffron peach chutney
- Warm Caramelized peach tart tatin with Tahitian vanilla bean gelato

NEWARK/ESSEX COUNTY

Scully's Publik House (973-622-3341)

Farmers Markets

The following farmers markets are celebrating Jersey Fresh Peaches during August, with a variety of events, a sampling of which are listed herein. For more information, contact each market.

West End Farmers Market, Long Branch (732-229-6999) www.westendvillage.com

July 30: Peach Pie contest, with prizes, 'peachy tastes and recipes from Tasty Pantry, gift certificates.

Collingswood Farmers Market (856-559-0234) www.collingswoodmarket.com -- on

August 1st: "Just Peachy," big blow-out event, with music, cooking demonstrations and tastings by chefs from The Tortilla Press, Blackbird Dining Establishment, Andreotti's Viennese Café, Blueplate and Dream Cuisine Cafe. Raffle drawing for basket of peaches, donated by Schober & Sons Orchard, appearance by New Jersey Peach Queen and more

Chatham Borough Farmers Market (973-635-0674 x 200) chathamborough.org/farmersmarket

August 1: Peach Party event, raffle for basket of Jersey Fresh peaches, peach samplings from The Savory Garden - veggie burgers and salsas, with peach salsa for tasting and purchasing; Ester's Treats - peach blueberry muffins and others

Highlands Business Partnership Farmers Market (732-291-4713) www.highlandsnj.com

August 1: Peach Party: Fresh Pik Farms and Hauser Hill Farms donating peaches for peach cobbler, made by The Baking Company. Samples will be given to all comers.

Red Bank Farmers Market (732-530-7300) www.redbankrivercenter.org

August 2: Special "Peach" events, including servings of Kathi's White Tip with Peach by ducks in a row, Inc;

Toms River Downtown Farmers Market (732-946-2711) www.localharvest.org --

August 5: "Peach Party," with special events, a peach-cooking demonstration, more

Atlantic City Special Improvement Farmers Market (609-344-8338) www.acsid.com

August 6: Peach Day, live music

Hunterdon Land Trust Farmers' Market, Flemington (908) 237-4582 www.HLTA.org -- a

August 9: Special "Peach Party" showcasing various peach delicacies, highlighted by noted Chef Ed Coss from the Milford Oyster House offering special peachy treats

Morristown Farmers Market (973-455-1133) www.morristown-nj.org

August 9: Special "Peach Party" event

Keyport Farmers Market (732) 739-5138 - www.keyportonline.com

August 13: Hauser Hill Farms giving a free peach with every purchase made at the market.

Jersey City Historic Downtown Special Improvement District Farmers Market www.jcdowntown.org

August 20: Special Peach Party event

Hightstown's Farmers' Market by the Lake, (609)-306-0084 www.downtownhightstown.org

Camden Farmers Market at the Transportation Center (856-963-2432)

Newark Common Greens Farmers Market (973-733-9333)

All participating restaurants and farmers markets are posted on the website of the New Jersey Peach Promotion Council, with links to the participating restaurants. Listings include restaurant locations, phone numbers and recipes for featured dishes. Go to the NJPPC website, www.jerseypeaches.com

For further information, contact the New Jersey Peach Promotion Council information office, 973-744-6090,
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