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**FOR IMMEDIATE RELEASE**

**RESTAURANTS AND FARMERS MARKETS ACROSS NEW JERSEY JOINING  
JERSEY FRESH 'PEACH PARTY' THIS AUGUST**

CLAYTON, NJ, (May 18, 2009) -- The New Jersey Peach Promotion Council's Jersey Fresh *Peach Party* will celebrate its third season throughout August -- "Jersey Fresh Peach Month" -- with expanded restaurant participation, newly introduced farmers' market participation and a peach and tomato tasting, on August 18<sup>th</sup> at Rutgers Agricultural Research and Extension Center Farm, Upper Deerfield near Bridgeton. In several instances, farmers market and restaurants are working together to showcase peach delicacies created by local chefs.

"We are delighted that the restaurants who created peach dishes in past years for their August menus have met with the success that makes them return," says Santo Maccherone, chairman of the New Jersey Peach Promotion Council, the organization behind the August promotion. "Our peaches are about the best in the country (New Jersey ranks fourth in peach production, growing peaches and nectarines on 7,200 acres in 90 orchards). Our growers work hard to harvest the finest quality, and it's rewarding to see how much the public appreciates their product."

**RESTAURANTS**

To date, 19 restaurants across the state will create tantalizing peach dishes for their August menus. This year's restaurants include the following:

**COLLINGSWOOD** <http://jbloom.businesspromotioninc.com>

Restaurants here will offer a three-day, four-course "Just Peachy" special menu, August 4-6, spotlighting Jersey Fresh peaches. Dining comes with a friendly peach farmer talking about what makes Jersey Fresh peaches so special and how to store and use them.

**The Tortilla Press** (856-869-3345), Collingswood [www.thetortillapress.com](http://www.thetortillapress.com)

**Blackbird Dining Establishment**, Oaklyn (856-854-3444) [www.blackbirdnj.com](http://www.blackbirdnj.com)

**Joe Palombo's Mirabella Café**, Cherry Hill (856-354-1888) [www.mirabellacafe.com](http://www.mirabellacafe.com)

**Andreotti's Viennese Café**, Cherry Hill (856-795-0172) [www.mirabellacafe.com](http://www.mirabellacafe.com)

**Blueplate, Mullica Hill** (856-478-2112) [www.blueplatenj.com](http://www.blueplatenj.com)

**TOMS RIVER** [www.downtownomsriver.com](http://www.downtownomsriver.com)

**The River Market** (732-505-8090) [www.rivermarketcafe.com](http://www.rivermarketcafe.com)

**Bistro 44** (732-818-7644) [www.bistro-44.com](http://www.bistro-44.com)

**Dinner on Irons** (732-281-2582) [www.downtownomsriver.com](http://www.downtownomsriver.com)

**NEW BRUNSWICK**

**Frog and the Peach** (732-846-3216) [www.frogandpeach.com](http://www.frogandpeach.com)

**LONG BRANCH - WEST END VILLAGE** [www.westendvillage.com](http://www.westendvillage.com)

Jesse's Cafe & Catering (732-229-6999)

Tre Amici (732-571-8922) [www.treamicinj.com](http://www.treamicinj.com)

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

Roselli's (732-923-9393) [www.rosellisnj.com](http://www.rosellisnj.com)

**ATLANTIC CITY**

Girasole Ristorante (609-345-5554) [www.girasoleac.com](http://www.girasoleac.com)

**MILFORD**

Milford Oyster House (908-995-9411) [www.milfordoysterhouse.com](http://www.milfordoysterhouse.com)

**SEWELL**

Barnesboro Inn (856-468-3557) [www.barnsboroinn.com](http://www.barnsboroinn.com)

**TRENTON**

Trenton Marriott at Lafayette Yard (609-656-4500) [www.trentonmarriott.com](http://www.trentonmarriott.com)

**KENILWORTH**

Boulevard Five 72 (908-709-1200) [www.boulevardfive72.com](http://www.boulevardfive72.com)

**WEST PATERSON**

Castalia (973-785-8880) [www.castaliatrattoria.com](http://www.castaliatrattoria.com)

**FARMERS MARKETS**

To date, the following farmers markets are celebrating Jersey Fresh Peaches during August, with a variety of events, yet to be finalized (details will be forthcoming at a later date). For more information, contact each market:

**Collingswood Farmers Market** (856-559-0234) [www.collingswoodmarket.com](http://www.collingswoodmarket.com) -- big blow-out event on August 1<sup>st</sup>. "Just Peachy," with music and other entertainment and special offerings by the restaurants.

**Toms River Downtown Farmers Market** (732-946-2711) [www.localharvest.org](http://www.localharvest.org) -- "Peach Party," August 5<sup>th</sup>, with special events, including a peach-cooking demonstration and tasting by Capone's Gourmet Pizza and Pasta and/or Jimmy C's (732-473-1777)

**Hunterdon Land Trust Farmers' Market**, Flemington (908) 237-4582 [www.HLTA.org](http://www.HLTA.org) -- a special "Peach Party" event, Sunday, August 9<sup>th</sup>.

**Red Bank Farmers Market** (732-530-7300) [www.redbankrivercenter.org](http://www.redbankrivercenter.org)

**Atlantic City Special Improvement Farmers Market** (609-344-8338) [www.acsid.com](http://www.acsid.com)

**Jersey City Historic Downtown Special Improvement District Farmers Market** [www.jcdowntown.org](http://www.jcdowntown.org)

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

**Chatham Farmers Market** (973-635-0674 x 200) [chathamborough.org/farmersmarket](http://chathamborough.org/farmersmarket)

**West End Farmers Market, Long Branch** (732-229-6999) [www.westendvillage.com](http://www.westendvillage.com)

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

**Morristown Farmers Market** (973-455-1133) [www.morristown-nj.org](http://www.morristown-nj.org)

All participating restaurants and farmers markets are posted on the websites of the New Jersey Peach Promotion Council and the New Jersey Restaurant Association, 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](http://www.jerseypeaches.com) or the New Jersey Restaurant Association website, [www.njra.org](http://www.njra.org)

For further information, contact the New Jersey Peach Promotion Council information office, 973-744-6090, [pegi@mountsnow.org](mailto:pegi@mountsnow.org) or New Jersey Restaurant Association, 609-599-3316, [lkalinich@njra.org](mailto:lkalinich@njra.org)

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