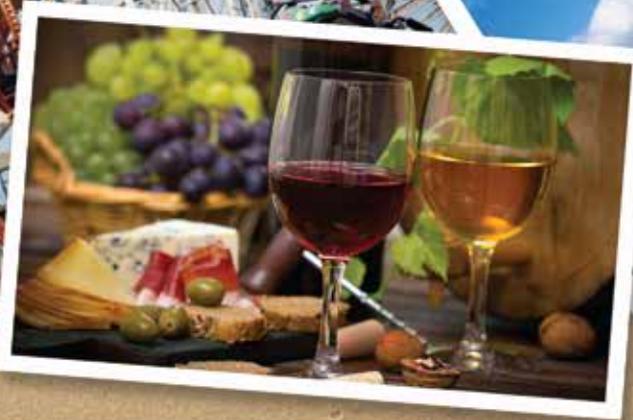


# *The* CHRONICLE

A SOUTHERN NEW JERSEY DEVELOPMENT COUNCIL PUBLICATION

SPRING 2014



WELCOME

## Welcoming Visitors to Our Region



SOUTHERN  
NEW JERSEY  
DEVELOPMENT  
COUNCIL

### INSIDE

“DO AC” Atlantic  
City Tourism Report

Cape May Lewes  
Ferry turns 50

South Jersey Wine  
Country: The Napa  
Valley of the East

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# The CHRONICLE

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## President's Letter

In this issue, you will learn about tourism, recreation and open space in South Jersey. All having a major economic impact on our eight county region.

With cooperative and collaborative efforts from privately owned recreational venues, including the many golf courses found in just about every municipality, to Atlantic City's gaming properties, the emerging wine industry, and the growing interest in returning to town centers for commerce and special events, tourism is experiencing new and revitalized growth. And with that new direction there is an ever present effort to protect and increase open space in South Jersey.

We invite you to thumb through the Chronicle and take a look at just a small sampling of established tourism activities and the advent of diverse and distinctive places to visit.

We'll continue to keep you informed of Council activities and relevant issues and will continue our mission to bring public and private sectors together to promote responsible economic development in our region.

The Chronicle Magazine's readership of 5,000 includes top business executives, key policy decision makers and active contributing members of the community. Each edition will be distributed, and also offered electronically, throughout southern New Jersey and the greater Philadelphia region. Interesting and informative articles make the Chronicle Magazine a valuable and essential source of information for our business community. This select audience of key opinion leaders and decision makers in the public, private and government sectors is the ideal target market for advertisers.

I hope you enjoy reading this publication and welcome any comments you have. To learn more about the Southern New Jersey Development Council please call us at 856-228-7500 or visit our web site at [www.snjdc.org](http://www.snjdc.org).



Sincerely,

Marlene Z. Asselta  
President  
Southern New Jersey Development Council



# FUELING THE FUTURE



## The Future Is Now!

South Jersey Gas recently announced a joint project with Wawa to introduce compressed natural gas fueling at one of its southern New Jersey locations.

### Compressed Natural Gas for Vehicles

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## 2014 "Do AC" campaign highlights:

New radio spots and new full-page ads and advertorials that focus on big and small events that have the greatest potential to drive visitors such as the Atlantic City Air Show, Challenge Triathlon and the July 4th fireworks.

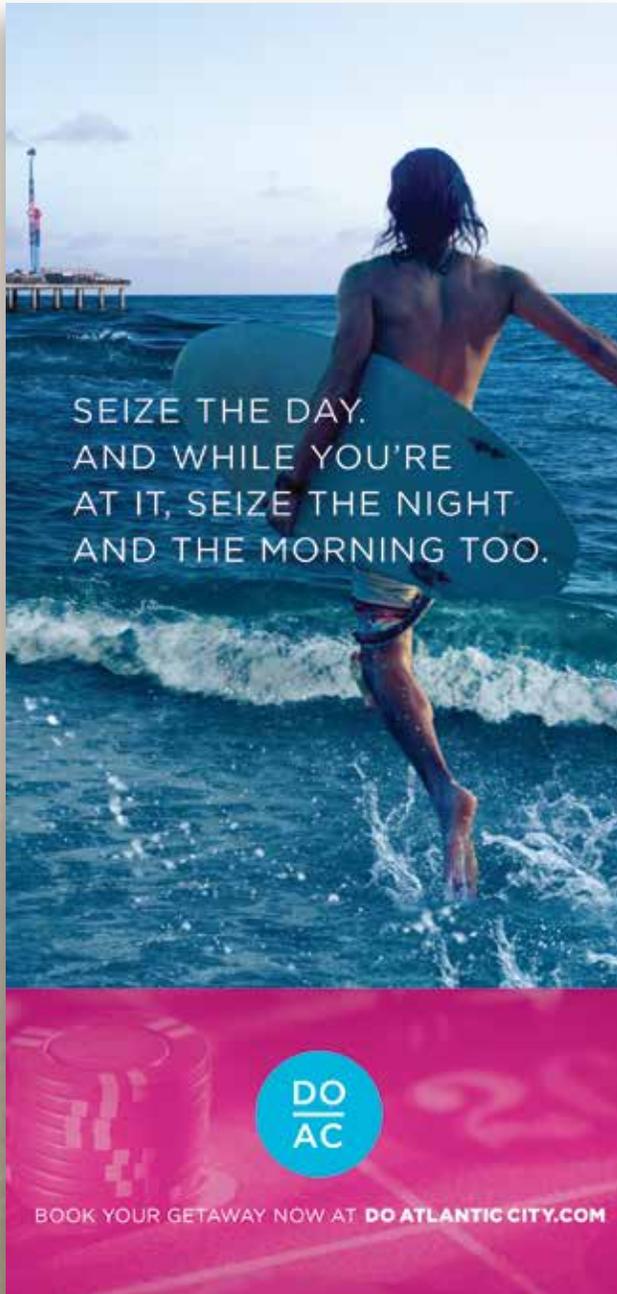
Atlantic City takes center stage this spring and summer in TV shows that have filmed or will film segments in Atlantic City including Good Morning America, My Family Recipe Rocks with Joey Fatone and Jimmy Kimmel Live.

Radio DJs from New York, Philadelphia, Baltimore, Chicago and Houston have and will continue to travel to AC, using these visits to spur on-air dialogue and build word-of-mouth.

New York Magazine, FOOD + WINE, AAA Mid-Atlantic and others have planned extended features with Atlantic City destination guides throughout the summer.

## “DO AC” Summer Advertising Campaign Shifts to Events and Reasons to Visit Right Now

By Liza Cartmell



The mission of the Atlantic City Alliance is to increase the number of visitors and to increase overnight visitation. To achieve these goals, the Alliance focuses in on three areas: marketing, image-building and citywide events. The Atlantic City Alliance (ACA); established in 2011 as a private, not-for-profit corporation, is privately funded by a \$30 million annual assessment to all of the Atlantic City casinos for a total commitment of \$150 million through 2016.

In early Spring 2014, the ACA launched another \$20 million tourism campaign to increase travel to the iconic seaside resort. The goal of the “Do Anything. Do Everything. Do AC” campaign is to broaden AC’s image beyond gaming and to attract more leisure tourism. New DO AC ads began to appear on April 20, 2014, including TV, radio, print, digital and billboard advertising. The DO AC campaign was first launched in April 2012.

The advertising campaign’s call to action remains the same: DO AC. Extending the massive advertising buy is an aggressive social media, activation and PR program. The online advertising is national while traditional advertising is concentrated in Atlantic City’s largest feeder markets—New York, New Jersey, Delaware, Pennsylvania and Maryland.

A separate \$1 million DO AC advertising campaign—funded by the Casino Reinvestment Development Authority (CRDA) and managed by the ACA—was launched earlier in April in Chicago and Houston to support new, non-stop service on United Airlines to Atlantic City International Airport.

To coincide with the DO AC launch, the ACA and the CRDA launched a brand new mobile-friendly website for [doatlanticcity.com](http://doatlanticcity.com). The website is now responsive to a variety of smart phone technologies and for tablets, iPads and desktop computers. The website adds more social media and direct marketing capabilities. Content improvements with new photos, videos and AC stories will be added over time. Events now take center stage and visitors can play a new “Who Am I in AC” game to help them discover their AC through itineraries.



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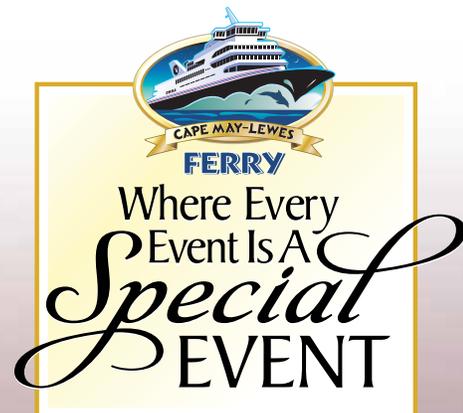


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## **Cape May-Lewes Ferry Celebrates 50th Anniversary** **Best Boat Ride in America Evolves** **to be more than a Transportation Link**

*Courtesy of the Delaware River Bay Authority*

In 1964, Lyndon B. Johnson was President; the Beatles first appeared on the Billboard Chart with I Want to Hold Your Hand; the World's Fair opened in New York and the Cape May-Lewes Ferry made its grand debut. On July 1, 1964, the very first ferry vessel departed the Lewes, Delaware terminal at 6:47 a.m. The ferry carried eight vehicles and 15 passengers. Since then, more than 43 million passengers and over 14 million vehicles have made the scenic, 17-mile, 85-minute trip across Delaware Bay to and from Victorian Cape May, NJ and historic Lewes, Delaware. A favorite of snow birds and family vacationers, it has served as a major transportation link in the crowded Northeast corridor, connecting North/South traffic from Boston and New York to Washington D.C. and Florida.

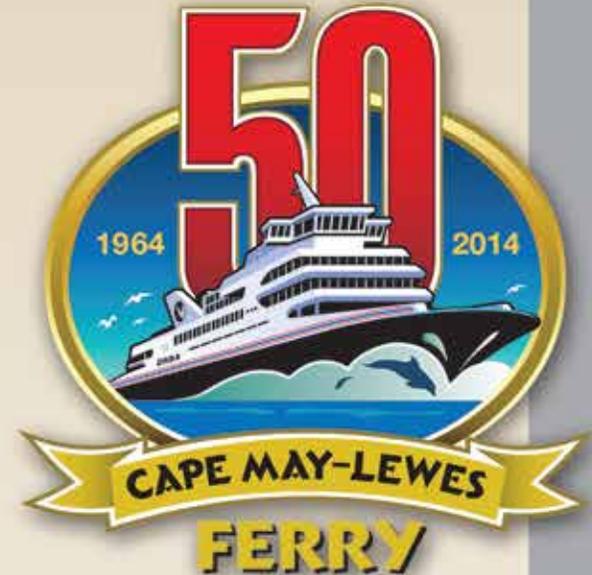
“The Cape May-Lewes Ferry has truly stood the test of time,” said Heath Gehrke, Director of Operations for the Cape May-Lewes Ferry. “While we have been around for 50 years, our ferries are state-of-the-art vessels equipped with fresh interiors and all the latest technology to ensure the comfort, convenience and safety of our passengers. We hope that people who haven’t had the opportunity to take advantage of all the Cape May-Lewes Ferry has to offer will do so in 2014 and help us celebrate this great milestone.”

The Ferry hosts a variety of seasonal events and fun happenings both onboard and at both terminal locations. The Ferry’s furry mascot, Lighthouse Pete the Pirate, offers fun children’s entertainment. Travelers seeking the ultimate in relaxation will find themed evening cruises, complete with live music and drink specials ranging from Tropical to Rock n Roll themes. Passengers can order up tasty refreshments or sip cocktails at the Lido Bar. Others prefer to stake out a spot at the rail and enjoy the fresh bay breeze and spectacular views, which include frequent dolphin sightings and stunning sunsets.

Operated by the Delaware River and Bay Authority, the Cape May-Lewes Ferry welcomes foot and vehicle passengers 365 days a year. Because getting there is half the fun, all vessels are equipped with modern amenities, including outdoor deck chairs, air conditioned lounges, cafes, comfortable reclining seats, Wi-Fi, lively deck bars and flat screen televisions.

The 85 minute ride between the Cape May Terminal in New Jersey and the Lewes Terminal in Delaware offers a relaxing and picturesque way to cut miles off a road trip, or simply get away for a day of sight-seeing, shopping, beach time, ecotourism activities, dining or recreation. Both bird watchers and bicyclists use the ferry to spot nature from unique vantage points at the various and numerous trails on both sides of the bay.

*(continued on page 6)*



**For more information about the 50th Anniversary celebration, please visit [www.CMLF.com/50th](http://www.CMLF.com/50th)**

## About the first crossing 50 years ago

The entire region came together in preparation for the Ferry's first official crossing in 1964. Dedication-week activities included preopening inaugural "Hands Across the Bay" ferry crossings to raise funds for the community celebrations and parades with prizes for outstanding floats. Celebrations also included a fly-over by a squadron of jet fighter planes, 25 sky-divers, receptions and dinners, and public concerts by a bagpipe band, the Air Force Band and the U.S. Coast Guard Band. Tens of thousands of people were involved in the week-long dedication celebrations, all because of the expected positive impact that the new Cape May-Lewes Ferry would have on the economies of southern Delaware and southern New Jersey.

The governors of New Jersey and Delaware, along with officials of the U.S. Department of Commerce, state, county, and local governments, DRBA, and many private organizations and individuals participated in formal dedication ceremonies, first at Lewes terminal, then at Cape May terminal on June 30, 1964.

A fleet of an estimated 2,200 private boats of all sizes assembled to greet and escort the first ferry crossing at Cape May. An ocean power boat race from Ocean City, New Jersey to Lewes, Delaware was scheduled during the week after the ferry opening, and a 30-mile sailboat race from Ocean City to Cape May was sponsored by area yacht clubs. Coincidentally, the first vehicle was a Ford Mustang, which is also celebrating its 50th anniversary in 2014. That first paying customer, Andrea Lippi, drove his black 1964 Mustang aboard the first vessel.

## About the 50th Anniversary Celebration

On Saturday, June 28, and Sunday, June 29, the Cape May-Lewes Ferry terminals will host festivals to celebrate the service's highly anticipated 50th Anniversary – the 28th in Cape May and 29th in Lewes. In addition to a classic 1960's car show, live entertainment, carnival games, children's activities and food & drink, the events at each terminal will also feature a videographer onsite to capture video clip mementos of the public wishing the ferry well. A time capsule will be placed under a capstone in a patio of commemorative bricks and there will be an outdoor screening of WHYY-TV's new documentary on the ferry.

As a grand finale to the schedule of events, on Sunday the 29th in Lewes the ferry is collaborating with the Cape Henlopen State Park – also celebrating its 50 anniversary – on a fireworks show over the bay.

Historic exhibits are currently on display in both the Cape May and Lewes terminals that feature photographs, newspaper articles and other memorabilia from the ferry's early days. Ferry employees will be working with the Lewes Historical Society to produce traveling versions of these exhibits. The Ferry also plans to offer special vehicle and passenger rates during this period to celebrate the milestone with its customers.



**For a complete history of the Cape May-Lewes Ferry and more information about events and activities planned for the 50th Anniversary celebration, please visit [www.CMLF.com/50th](http://www.CMLF.com/50th)**



First Vehicle/Passenger Boards First CMLF Crossing, 7/1/1964  
Andrea Lippi presents his ticket for his vehicle on his crossing of Cape May - Lewes Ferry on July 1, 1964.

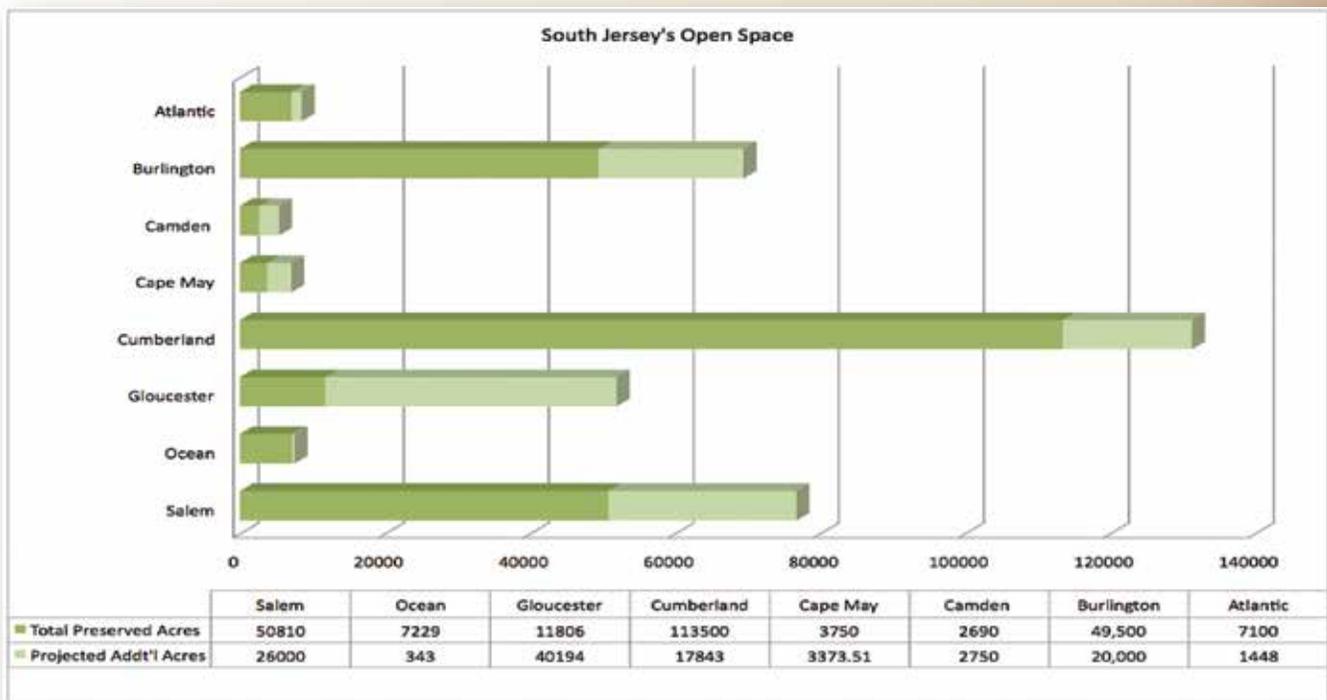


## WANTED: Long-Term Open Space Funding

Since 1961, New Jersey voters have supported bond acts that funded open space preservation 13 times, most recently a 2009 approval of \$400 million, which has been fully allocated. Likely passage of legislation now making its way through the State Senate would ask voters to provide a long-term, stable source of funding for acquiring lands for recreation and conservation, farmland preservation and historic preservation through a dedicated earmark of the Corporate Business Tax.

Open space preservation provides water resource protection, biodiversity, recreation, agriculture and tourism. Open space and farmland preservation is essential in maintaining New Jersey's \$40 billion tourism industry and our third largest industry, agriculture and commercial fishing.

A state study shows a total of more than 1.2 million acres preserved statewide with an immediate need to preserve an additional 650,000 acres to protect water quality, provide parks and recreational opportunities and an additional 400,000 farmland acres to maintain the agriculture industry.



*History Comes Alive on the Delaware River!*

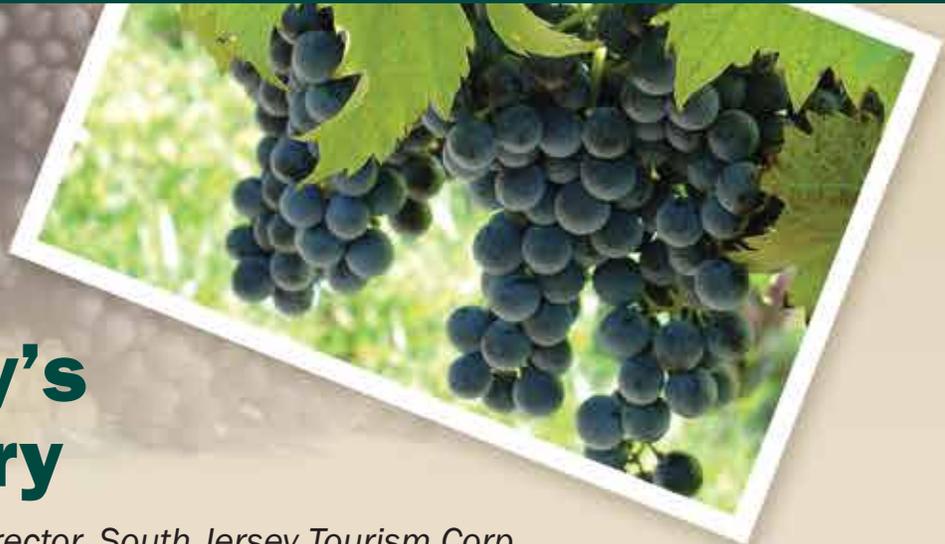
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## **South Jersey's Wine Industry**

*By Jake Buganski, Executive Director, South Jersey Tourism Corp.*

New Jersey's Napa Valley. The Napa Valley of the East. You may have heard South Jersey's wine region identified this way recently in the news, in magazines, or just around town. It is a testament to the rapid and substantial growth of the wine industry here, and in addition to those comparative monikers, it actually has a proper name; the Outer Coastal Plain American Viticultural Area (AVA).

An AVA is a designation by the Alcohol and Tobacco Tax and Trade Bureau of the United States Treasury that identifies a grape-growing region based on distinguishable geographic and climactic characteristics. The Outer Coastal Plain AVA was established in 2006, and since then the region has grown from less than ten wineries and vineyards to more than 30. The economic impact of this growth has been realized to some extent in several South Jersey Counties, but the potential is much greater.

The Outer Coastal Plain AVA encompasses roughly what most traditionally view as "South Jersey" – the area of the state south of I-195. In 2010, the South Jersey Tourism Corporation (SJTC) identified this booming sector of tourism, and applied to become the official Destination Marketing Organization for the entire Outer Coastal Plain AVA, in addition to its core counties; Burlington, Camden, Gloucester and Salem. The plan was to grow tourism alongside the wine industry so that wine industry growth would not outpace the region's capacity to accommodate visitors, forcing an unwieldy retrofit of tourism infrastructure. The campaign was dubbed, "Vintage South Jersey."

In 2011, Gloucester County was the first to see significant impact from this new concept, recording the highest rate of growth in tourism-related expenditures for that year. Salem County followed suit, recording the highest rate of growth in 2012. It is no coincidence that these two counties are home to the wineries of the Two Bridges Wine Trail, a brand that formed under the Vintage South Jersey umbrella and was spun off to handle micro-level wine tourism-specific marketing as SJTC focuses on tourism more broadly. The Two Bridges Wine Trail is named for its location in Gloucester and Salem Counties, along the Delaware River between the Commodore Barry and Delaware Memorial Bridges. The seven wineries on the trail were the first to get behind the idea that collectively, marketing clusters of wineries could work in the Outer Coastal Plain AVA, as it had in other developing wine regions.

The concept of clusters is discussed often by the American Association of Wine Economists, whose members include Orley Ashenfelter of Princeton





## *New Jersey's Napa Valley*

University, and Karl Storchmann of New York University. These world-renowned economists have taken notice of South Jersey's wine industry, and have expressed their belief in its potential. Around these clusters of wineries – the Two Bridges Wine Trail as well as the Pineland Reserve Wine Trail near Hammonton, and the Cape May Wine Trail on the Cape May peninsula – new tourism product will likely emerge to support the winery assets. Restaurants, hotels and bed and breakfasts, retail shopping, and arts and cultural venues will rise in the communities near these clusters as visitation to wineries rises and demand for them grows.

In addition to the impact quality wine has on the hotel and restaurant industries, farmers get top-dollar for grapes grown to the standards necessary to produce these wines. When assisting South Jersey farmers in

converting some of their less-profitable crops to vineyards, this distinction between “wine” and “good wine” is very important. The investment in the conversion of land to vineyards is not necessarily justified without the demand for high-quality grapes that command higher prices – and that demand is here. However, the idea that these quality grapes can even be grown in South Jersey is a fairly new concept, and it will take some time and more buy-in to the idea that wine tourism is happening in South Jersey.

South Jersey's wine industry has already begun to show that it is a tremendous catalyst for economic growth in the region. With the support of regional tourism stakeholders and the South Jersey business community, the Outer Coastal Plain just might live up to the name, “New Jersey's Napa Valley.”



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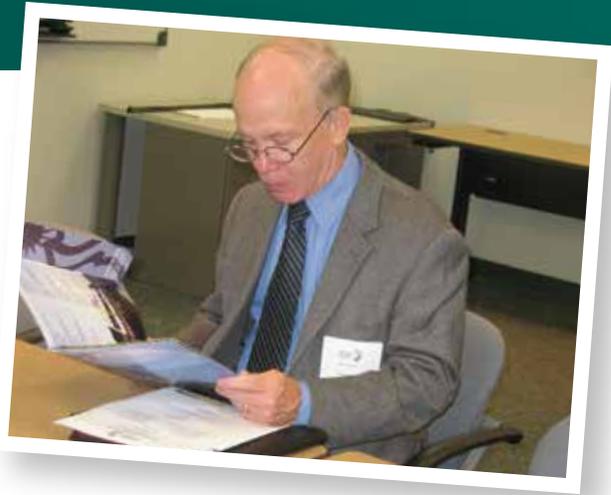


## Economic Development Committee Tourism in South Jersey

The Spring meeting of the SNJDC's Economic Development Committee, held at the Renault Winery Resort and Golf Club in Egg Harbor City, featured a portrait of three developing tourism sectors . . . recreation, the wine industry and downtown markets, each having a more pronounced impact on tourism in New Jersey.

"Tourism outside of the Atlantic Shore counties has grown to the point where revenue from the state's tourism industry is now split approximately 50/50 between beach and inland counties," according to Diane Wieland, Cape May County Tourism Director. "People want to do more than just laze on the sand for a week. They are interested in birding, boating, touring historic sites and wineries, learning about glass making at Wheaton Village, taking a sail on the AJ Meerwald, eating at great restaurants, and experiencing the arts and culture of the region," she stated. Cape May County tourism marketing is also reaching out to Canadian visitors, particularly French-Canadians, and a number of business owners in Cape May County recently took French language classes offered at no cost by Atlantic Cape Community College.

Expanding on the theme of wineries and wine tourism, Jake Buganski, Director of the South Jersey Tourism Corporation (SJTC) said the SJTC is promoting three South Jersey wine trails: the "Two Bridges" trail, which gets people into and out of the state via the Commodore Barry and Walt Whitman Bridges; the "Pinelands



Reserve" trail; and the "Cape May" wine trail. "And, as an added plus, with the more than 30 wineries in our region, we have been recognized as a bona fide, federally recognized American Viticultural Area", stated Buganski.

Sandy Forosisky, Economic Development Director for the City of Vineland discussed Vineland's Landis MarketPlace offering a unique fresh shopping experience. This MarketPlace is a vibrant year-round indoor public market with a diversity of fresh, distinctive and ethnic specialty foods from local, independent business owners. Located on the lower level is the Amish Market with eight vendors offering everything from pretzels and salads to fresh meats and poultry. "To date, this project has resulted in a minimum of \$10 million dollars of additional reinvestment in commercial operations along the Avenue," stated Forosisky. The market, open from Thursday through Saturday, is now celebrating its third anniversary. 

## The Game of Golf

By BJ Jaworski, VP Ron Jaworski Golf

The golf industry, just like our economy, has gone through many struggles in the past 15 years. Nationally, the amount of active golfers has remained relatively flat while inventory of golf courses has risen 40 percent. When supply outweighs demand, it can wreak havoc on an industry; since 2006, more courses have closed than those that have opened. The pattern is set to continue for the next 6-7 years until demand improves.

Mother Nature gave the Southern New Jersey region a tough winter. So tough that one of our four courses was closed for over 40 straight days. But it's not all bad news. We are seeing a "cabin fever" effect since the weather has broken. The clubs have been very busy and there is enthusiasm among golfers to be playing in the warm weather.

(continued on page 15)

## *Board of Trustees*

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## SNJDC's Chronicle Wins International Award

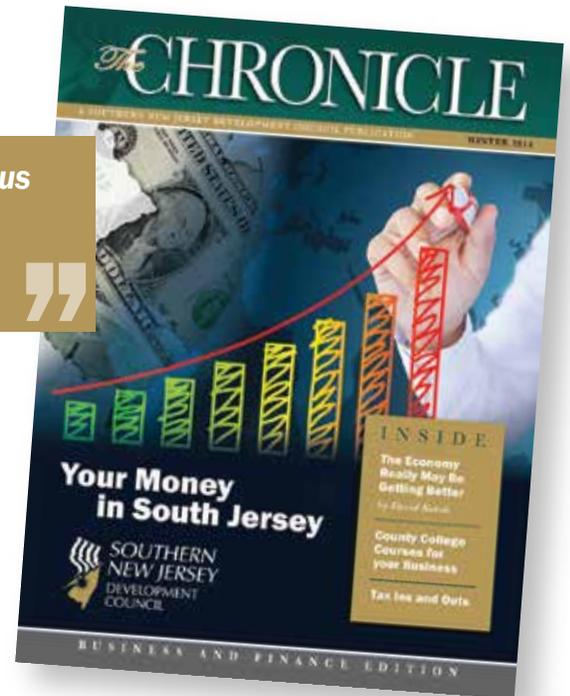
The SNJDC's Chronicle was awarded a 2014 Communicator Award of Distinction given to entries that demonstrate an ability to effectively communicate and places them among the best in the field.

*The design and creation of The Chronicle magazine provided us with a strong foundation to build and strengthen our relationships with our members.*

*– Marlene Z. Asselta, President of the SNJDC*

Coordination and design of the Chronicle was provided by SNJDC member Performance Marketing. "We are always honored to receive recognition from other marketing professionals," said Glenn Davila, President of Performance Marketing. "But the real reward is when the client is pleased with the final results."

The Communicator Awards are sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, communications, advertising, creative and marketing firms. Other 2014 award recipients included representatives of Exxon Mobile, Bank of America, Xerox, GEICO, Google and more.



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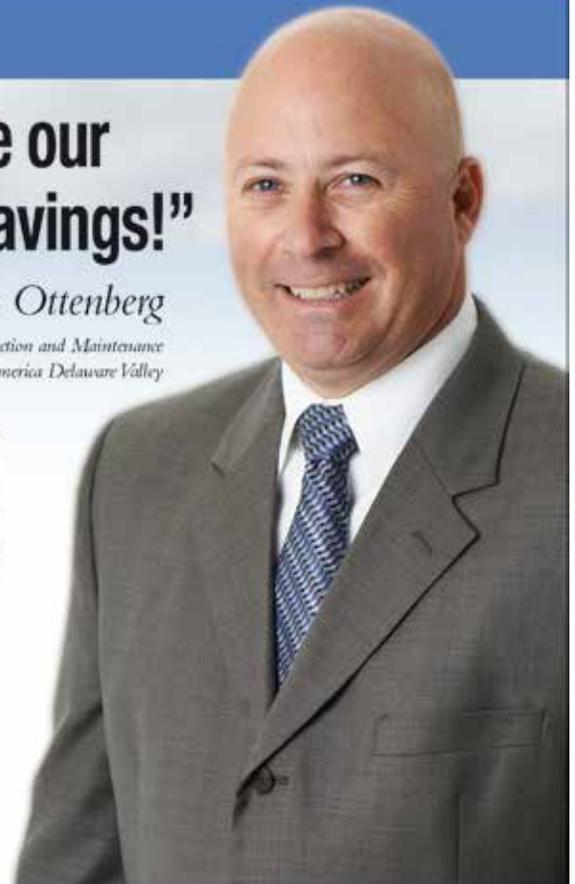
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And Inspira Health Network is setting the bar even higher – combining technology, experience and know-how to provide you and your family with the best possible medical services, close to home.

To find a physician near you, visit [InspiraHealthNetwork.org](http://InspiraHealthNetwork.org).

**INSPIRING MEDICINE**



## The Game of Golf

(continued from page 11)

The question now becomes “How do we make golf more popular?” There are many possible solutions out there. Currently there is a strong push to recruit female and junior golfers. Given time constraints, 9-hole rates are more popular than ever. The goal for golfing clubs is to be accessible. If people love this game, which is so easy to love, then there needs to be a way to get them on the golf course. Whether money, time or instruction is what holds them back, we industry professionals must make the game available to everyone. For those unfamiliar with golf, we need to make the game easier to play and learn and afford. Possibilities include off-peak rates that reduce costs; ladies and junior clinics to bring more players to the game; and special combination packages (lunch, merchandise and/or a lesson PLUS a round of golf) to keep them playing. After all, golf is a game for a lifetime!



*BJ writes from the Running Deer Golf Club in Pittsgrove Township, NJ*

Other venues include:

Valleybrook Country Club, Blackwood, NJ

RiverWinds Golf and Tennis Club, West Deptford, NJ

Blue Heron Pines Golf Club, Egg Harbor City, NJ

**RonJaworskiGolf.com**



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- 30 years of occupational medicine experience
- Nationally recognized clinicians
- Comprehensive medical care
- Seven convenient Greater Philly locations



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Concentra, a subsidiary of Humana Inc., is a national health care company focused on improving America's health, one patient at a time. Through its affiliated clinicians, the company provides occupational medicine, urgent care, physical therapy, and wellness services from more than 305 medical centers in 38 states. In addition to these locations, Concentra serves employers by providing a broad range of health services and operating more than 245 worksite medical facilities. Through this complement of services, Concentra intends to raise the standard of health by putting individuals first, treating them with clinical excellence, and focusing on their ongoing well-being.

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[Concentra.com](http://Concentra.com)

## **What to Do and See in New Jersey and Delaware**

**By car, by foot or by bicycle, you will discover endless ways to have fun on both sides of the Delaware Bay.**

### **IN NEW JERSEY**

#### **CAPE MAY COUNTY ZOO**

Go wild! More than 250 animal residents are awaiting your visit.

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#### **VICTORIAN CAPE MAY**

Step back in time! Cape May is a National Historic Landmark. Explore the quaint neighborhoods and Historic Cold Spring Village on your own or book a trolley tour.

---

#### **BEAUTIFUL BEACHES**

Shore up a great day! Sun, sand and rolling waves beckon you to the beaches of Atlantic City, Avalon, Cape May, Ocean City, Sea Isle City, Stone Harbor and The Wildwoods.

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#### **ATLANTIC CITY CASINOS**

Superstar shows, lively nightlife and nonstop gaming action make every visit a winner.

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#### **ECOTOURISM**

Answer nature's call! You can discover it all at The Nature Center of Cape May, Leaming's Run Gardens, The Wetlands Institute, the Stone Harbor Bird Sanctuary and the Edwin B. Forsythe National Wildlife Refuge.

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#### **DINING & SHOPPING**

Enjoy some "me" time! Cape May and other neighboring shore communities boast an extraordinary variety of dining and shopping destinations.

### **IN DELAWARE**

#### **HISTORIC LEWES**

Dabble in history! You can stroll Historic Lewes and Milton or take in the sites at Fort Delaware and Fort Miles State Parks.

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#### **SURF'S UP**

Sport a swimsuit! Delaware makes the most of its 25 miles of coastline with family fun at Bethany Beach, Fenwick Island, Cape Henlopen State Park, Delaware Seashore State Park, Dewey Beach and Rehoboth Beach.

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#### **AMUSEMENT PARKS**

Ride like the wind! Amusement and water parks deliver thrills on Fenwick Island and Rehoboth Beach.

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#### **DELAWARE CASINOS**

Get gaming! Adults can find their own amusements at Harrington Raceway & Casino and Dover Downs Hotel & Casino.

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#### **OUTLET SHOPPING**

Discover deals! Tanger Outlets in Rehoboth Beach offers tax-free shopping on more than 130 of your favorite brands at discounted prices.

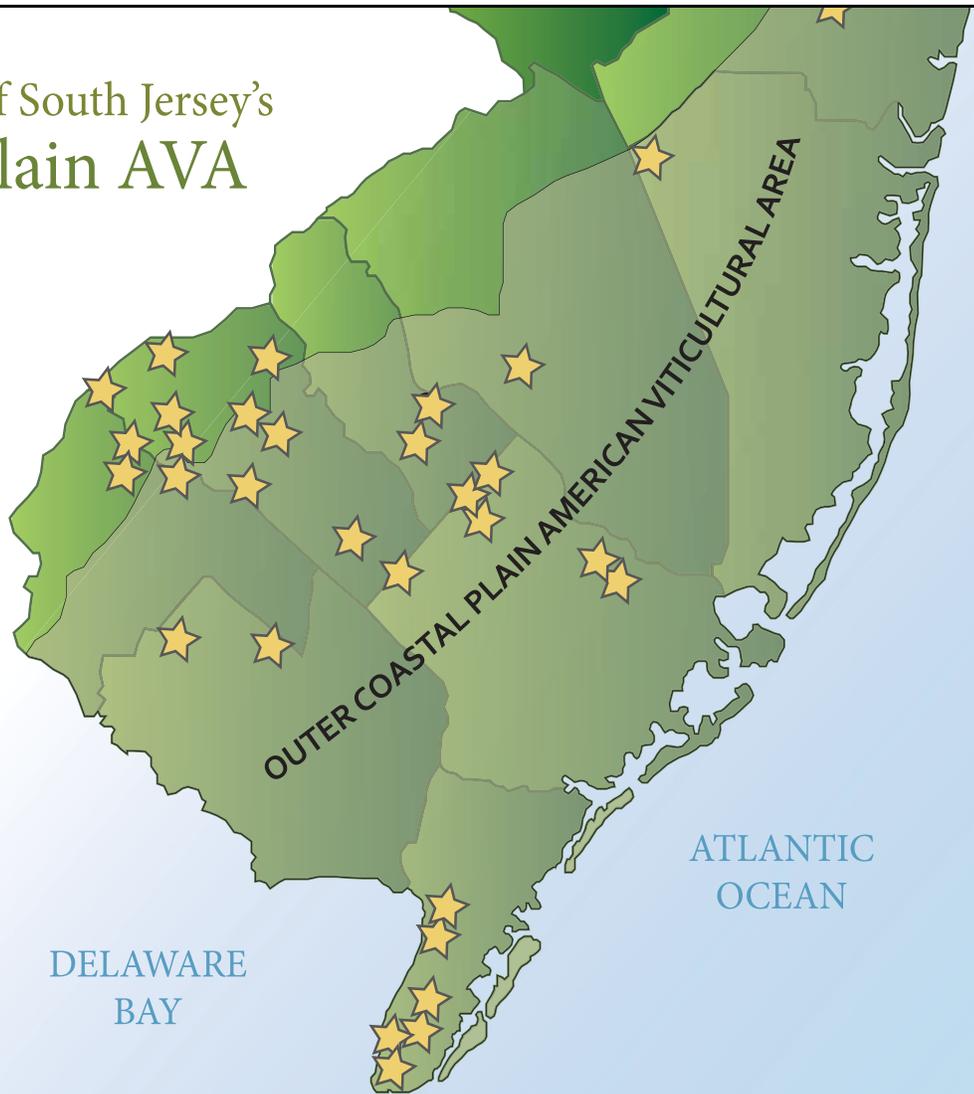




The official tourism website for  
Burlington, Camden, Gloucester and Salem Counties,  
and South Jersey's Outer Coastal Plain wine region.

## Wineries & Vineyards of South Jersey's Outer Coastal Plain AVA

- 4 JG's Vineyards | Colts Neck
- Amalthea Cellars | Atco
- Auburn Road Vineyards | Pilesgrove
- Bellview Winery | Landisville
- Cape May Winery | Cape May
- Cedarvale Winery | Repaupo
- Chestnut Run Farm | Pilesgrove
- Coda Rossa Winery | Franklinville
- DiBella Winery | Woolwich Twp.
- DiMatteo Winery | Hammonton
- Hawk Haven Vineyards | Rio Grande
- Heritage Vineyard | Mullica Hill
- Jesse Creek Winery | Cape May CH
- Laurita Winery | New Egypt
- Monroeville Winery | Monroeville
- Natali Vineyards | Cape May CH
- Plagido's Winery | Hammonton
- Renault Winery | Egg Harbor Twp.
- Salem Oak Vineyard | Pedricktown
- Sharrott Winery | Winslow
- Southwind Vineyard | Millville
- Summit City Farms | Glassboro
- Swansea Vineyard | Shiloh
- Sylvin Farms | Germania
- Tomasello Winery | Hammonton



- Turdo Vineyards | North Cape May
- Valenzano Winery | Shamong
- Villai Wineyards | Deptford
- Wagonhouse Winery | Swedesboro
- Willow Creek Winery | West Cape May
- Woodfield Vineyards | Pilesgrove

Check out [VintageSouthJersey.com](http://VintageSouthJersey.com) for information about the Outer Coastal Plain AVA, and details on each winery!

**VintageSouthJersey.com**  
Visit the Outer Coastal Plain - South Jersey's Wine Region



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