



Southern Delaware: Culinary Coast™

Media Report 10.2.2026

Executive Summary

For the 2026 Culinary Coast campaign, Baltz & Company has continued to see media that showcases Southern Delaware as a destination for food, beverage, and travel. Recent placements have focused on the regions oyster industry, craft beverage scene, coastal towns, and beaches

Media outreach resulted in coverage from Food & Wine, AFAR, Yahoo!, and WTSP Great Day Live. Ongoing outreach and media relations have produced additional media placement opportunities with The New York Times, Southern Living, Travel + Leisure, The Observer, and others.

Media Summary

Tailored storytelling focusing on showcasing the Culinary Coast™ and all it has to offer to food & beverage, lifestyle, and travel-focused publications.

As a result of re-introducing Regan Stephens to the Culinary Coast, and collaboration with SDT, Lewes is featured in a Telegraph story about the destination.

Audience: 25,204,234

AVE: \$233,139

The Telegraph News Donald Trump Israel Ukraine Royals Sports Opinion Travel Health Life Entertainment Puzzles

TRAVEL

Destinations

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‘The First Town in the First State’: Why coastal Delaware is a haven for history lovers

Historic Lewes offers sandy beaches, fresh oysters and family adventures on the surprisingly charming coast

Regan Stephens
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Published 04 July 2026 4:14am
BST

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Cape Henlopen State Park has Second World War-era observation towers still standing in the water. Credit: Alamy

On our last evening in Lewes, my husband and I sat around the fire pit at the Dogfish Inn while our three daughters zigzagged across the lawn, still coated in the sandy remnants of the day...

Media Summary

Tailored storytelling focusing on showcasing the Culinary Coast™ and all it has to offer to food & beverage, lifestyle, and travel-focused publications.

As a result of ongoing conversations with Dobrina Zhekova about the Culinary Coast, Rehoboth Beach was featured as a wonderful destination for retirees.

Audience: 9,798,816

AVE: \$90,639

TRAVEL+ LEISURE

Retirees Are Flocking to This Mid-Atlantic Beach Town—and It has a Mile-long Boardwalk, Quality Health Care, and Top-notch Dining

Rehoboth Beach stands out for its coastal charm, amenities, and tax-friendly benefits.

By [Dobrina Zhekova](#) | Published on May 4, 2026



Media Summary

Tailored storytelling focusing on showcasing the Culinary Coast™ and all it has to offer to food & beverage, lifestyle, and travel-focused publications.

As a result of ongoing outreach, Lewes is featured in a series by Yahoo Creators contributor Adriene Barrell of The Haphazard Traveler.

Audience: 2,421,138

AVE: \$22,395

yahoo!creators

Want calm beaches without giving up Rehoboth? Stay in Lewes instead

Lewes, Delaware offers calm bay beaches, a walkable historic downtown, Cape Henlopen State Park, and easy access to Rehoboth when you want the buzzy boardwalk.



Adrienne Barille

Creator of *The Haphazard Traveler* • Follow

Updated Mon, September 28, 2026 at 9:12 AM EDT · 8 min read



Savannah Beach is one of Lewes' easiest town beaches to visit, with calmer Delaware Bay water, bathhouses, and a large parking lot nearby. (Tyler Smiley via Getty Images)

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As a result of ongoing outreach on behalf of the Culinary Coast, Bethany Beach is featured in an Islands story by Hillary Louise Johnson that was syndicated to AOL for additional visibility.

Audience: 24,510,125

AVE: \$226,718

AOL Islands | HILLARY LOUISE JOHNSON
Jul 6, 2026

One Of The East Coast's Best Beach Towns Is A Family-Friendly, Foodie Heaven In Delaware



Delaware's Bethany Beach is about two things: A perfect day at the beach and a perfect evening at the dinner table. Let's face it, the cuisine at many tourist towns can feel too, well, touristy. And so can the attractions. Not here, where the food is up to the minute and the local chefs take their seafood quite seriously. Meanwhile, the quaint, family-oriented boardwalk, originally built in 1903, is an authentic jaunt back in time.

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As a result of dedicated media outreach about "Destination Dupes," Lewes DE is featured in a Tampa Bay's CBS affiliate, 10 Tampa Bay News. The segment features travel writer Terry Ward recommending a visit to the Culinary Coast, highlighting the direct route from Tampa, culinary scene and affordability.

Audience: 859,610

AVE: \$7,951



Great Day Live: August 11, 2026

TRAVEL DUPES



Media Summary

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As a result of targeted outreach surrounding National Oyster Day, Rehoboth Bay is featured in a story about oyster farming tours throughout the U.S. The writeup highlights Delaware Cultured Seafood and Nancy James Oysters.

Audience: 8,283,052

AVE: \$76,618

FOOD & WINE

Shuck It, We're Going Oyster Farming, With Tours From California to Florida

04
of 06

Rehoboth Bay, Delaware



Credit: Courtesy of Nan

[Delaware Cultured Seafood](#) wades guests out into the bay in waders to meet farmers at the beds, then walks them through a nursery on land where oysters begin as larvae – the “Seed to Supper” version follows one from hatch to harvest plate. Down the shore, [Nancy James Oysters](#) keeps things smaller and slower: cruises, tastings, and meet-the-grower afternoons built around the Inland Bays.

Media Summary

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As a result of ongoing sharing information about the Culinary Coast, Lewes was included in an AFAR piece highlighted the most charming small towns in every U.S. State.

Audience: 674,010

AVE: \$6,234

AFAR

The Most Charming Small Town in Every U.S. State

Delaware: Lewes



Nicknamed "The First Town in the First State," Lewes was founded by the Dutch in 1631. That heritage is celebrated at the [Zwaanendael Museum](#), which occupies an elaborately gabled building inspired by the former city hall of Hoon in the Netherlands. Built circa 1765, [Cannonball House](#), which houses the Maritime Museum, still bears the scars of a skirmish with the British in 1813 (there's a cannonball in a wall), while the [Ryves Holt House Museum](#) counted the Revolutionary War hero Jacob Jones among its early occupants.

Anticipated/Pending Media

Ongoing media outreach and tailored messaging on behalf of the Culinary Coast has produced a number of "warm leads" BCo is working to convert to coverage including:

- **Bethesda Magazine:** following Claudia Rosenbaum's visit; considering the Lewes Tulip Celebration and restaurants in Lewes for March/April issue
- **The New York Times:** Rachel Wharton Considering "Living in" Southern Delaware Story
- **The Observer:** Caitlin White plans to visit Delaware to focus on a wine & food destination story
- **Freelance (outlet TBD):** Freelance journalist Brad Japhe is working to place a story on Mead & Metal in Men's Journal.
- **Freelance (Food & Wine):** Anne Rodrique Jones is interested in a visit for a story about "The Loop", showcasing oysters and beer in Southern Delaware.

The New York Times

FOOD
&
WINE

MEN'S JOURNAL

Bethesda
MAGAZINE

OBSERVER

Partnership

Tailored storytelling focusing on showcasing the Culinary Coast™ and all it has to offer to food & beverage, lifestyle, and travel-focused publications.

Baltz & Company secured a 2026 partnership with Outstanding in the Field, the popular "roving restaurant without walls", following the success of 2024.

The team is enhanced this year's event with key learnings from years' past and additional culinary components.

Pre-event promotion included a feature and sale on Outstanding in the Field's webpage (26K UVM) and social media (273,000 followers.)

Outstanding in the Field



Planning

Tailored storytelling focusing on showcasing the Culinary Coast™ and all it has to offer to food & beverage, lifestyle, and travel-focused publications.

Baltz & Company is proposing and assisting in planning several new activations for media value in Southern Delaware:

- Ferry Exchange – a new food festival take place on the shores of Cape May and Lewes, with a surprise and delight taking place on the ferry, and culinary activations and entertainment on both sides.
- Oyster Exchange – a guest chef series pulling talent in from feeder markets including Philadelphia and DC for a series of pop-up dinners exclusive to Culinary Coast partners in the shoulder season.
- BrewedAt – a Philadelphia based podcast that hosts member events, BCo suggesting a potential partnership for BrewedAt and "The Loop" for a Bike & Brew gathering in the shoulder season.

