



Southern Delaware: Culinary Coast™

2024 EOY Media Results

Executive Summary

2024 included some big wins for the Culinary Coast™ including high-profile media placements in The Wall Street Journal, a deep dive into Lewes Delaware in TripAdvisor's Weekender series, and a Washington Post spotlight on Lewes.

From a partnership perspective, Outstanding in the Field made its return to Southern Delaware, exposing new audiences to Matt Kern's local cuisine in a beautiful seaside setting.

Media visits included leading craft beer journalist Joshua Bernstein, who visited the Culinary Coast™ in August, and Kae Lani Palmisano, who visited the destination on assignment for Philadelphia Magazine.

Looking ahead, the team has big plans for 2025 including the expansion of the Oyster Festival, and a potential partnership with the Cape May-Lewes Ferry.

11

Media Placements

170M

Total Impressions

\$1.0M

Est. Ad Value

17M

Avg Monthly Impressions

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 media outreach, in Sept. 2024 Rehoboth Beach's Sea Witch Festival is featured in Thrillist's roundup of "The Weirdest, Wackiest Fall Festivals in the U.S.", the designation was then picked up by Delaware Online, which covered Thrillist's roundup.

Thrillist Audience: 2,850,446

Ad Value Equivalency: \$26,366

Delaware Online Audience: 1,282,243

Ad Value Equivalency: \$12,501



The Weirdest, Wackiest Fall Festivals in the U.S.



Sea Witch Festival

Rehoboth Beach, Delaware
October 25-27

Not all witches hang out in caves with their cauldrons; sometimes they have a strong affinity for the wide open sea. Delaware's Sea Witch festival celebrates this alternative mermaid with a weekend of festivities including a pet-friendly costume parade with nautical floats, a haunted bonfire, hayrides, a broom tossing competition, and a lantern-lit spooky storytime that recounts the true tale of a ship that sunk off the coast of Delaware in 1785. Perhaps some ghosts will be in attendance.

Media Summary

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As a result of media outreach, Outstanding in the Field in Southern DE is [featured in the popular DC-based blog](#) "The List, Are you on it?" The writeup name-checks Matt Kern and links out to Outstanding in the Field ticket sales.

Audience: 5,316

Ad Value Equivalency: \$50





DELAWARE SEASHORE DINNER WITH MATTHEW KERN

When: September 04, 2024 – September 04, 2024 [Get the details](#)

Where: Rehoboth Beach, Delaware

[Calendar](#)

Return to the Delaware coast for a September feast. Land and sea are still warm and inviting, but the summer crowds are beginning to dwindle. The coastal waters here teem with sea trout, yellow and blue fin tuna, flounder, drum, sea bass and rockfish. Plenty of possibilities for a late afternoon feast on the sand crafted by James Beard semifinalist Matthew Kern, who dedicates his restaurant to Delaware's watermen (as they're regionally known) and the farmers on nearby shores. Outstanding in the Field founder Jim Denevan is known for his ephemeral sand art, so guests can anticipate a tableside sand sculpture will add to the atmosphere. \$395 per person, excludes tax and gratuity. Learn more and reserve [here](#). 3:00 p.m.

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As a result of hosting Joshua Bernstein, Dogfish Head is featured in a [Wall Street Journal story about interesting brewery tours](#) "worth visiting now." The story highlights Dogfish's Milton Brewery, Sherpa Tours and Brewing & Eats. Spanning the U.S. from Maine to Texas, Dogfish is in good company with popular breweries such as Troegs and Allagash White.

Audience: 25,862,852

Ad Value Equivalency: \$239,231

THE WALL STREET JOURNAL.

Beer Tours Have Gotten So Much More Interesting. These Are the Breweries Worth Visiting Now.

Skip the boring beer-splaining and opt instead for brewery tours that take some unexpected turns. These six are truly worth the trip.

Brewery tours are also breaking free from four walls. Seventh Son Brewing transports tour-goers to its three locations in and around Columbus, Ohio, in a vintage Dodge van stocked with cold beer and hard seltzer. Prefer to pedal? At the Dogfish Inn, Dogfish Head brewery's hotel in Lewes, Del., guests can take the Beer Sherpa adventure.

On the latter tour, six people can ride e-bikes to local breweries, including a pizza stop at Dogfish Head Brewings & Eats in Rehoboth Beach; a Dogfish Head employee hauls along a cooler cart to pack with beers acquired along the ride. (The less bike-inclined should check out "6 Surprising Brewery Tours," below, for details on the offbeat tour at Dogfish Head's Milton brewery.)



Dogfish Head Craft Brewery, Milton, Del.
After sampling six different craft beers, the Dogfish Head brewery's tour-goers can take a ride on the Beer Sherpa, which includes a stop at the brewery's hotel, the Dogfish Inn, and a visit to the Dogfish Head Brewing & Eats in Rehoboth Beach. The tour also includes a visit to the Dogfish Head brewery's hotel, the Dogfish Inn, and a visit to the Dogfish Head Brewing & Eats in Rehoboth Beach.

Media Summary

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As a result of media outreach and arranged interviews, Lewes, DE, is featured in [Tripadvisor's "Weekender" series](#). The feature includes expert commentary and tips from Josh Grapski of La Vida Hospitality, Chef "GG" Gupta of Raas and Mariah Calagione of Dogfish.

Featured businesses: Raas, Crooked Hammock, Dogfish Inn, Hotel Rodney, Hotel Blue, Savannah, Inn at Canal Square, Elevation 26, The Station on Kings, Eggcellent, Nectar, Olive & Oats, Touch of Italy, Agave, Half Full, Lewes Oyster House, Matt's Fish House, Heirloom, Bramble & Brine, The Pig & Publican, Nassau Valley Vineyards, King's Homemade Ice Cream++

Audience: 97,081,128

Ad Value Equivalency: \$898,000


Tripadvisor

**Weekend in Lewes,
Delaware: pretty beaches,
history, and seafood shacks**



Courtesy of Gyandendra Gupta (L), Josh Grapski (M), Mariah Calagione (R). Images courtesy of Gyandendra Gupta (L), Josh Grapski (M), Mariah Calagione (R).

Another delicious highlight in Lewes is the [Crooked Hammock Brewery](#), which has a backyard barbecue theme, along with play areas for kids, easy-drinking craft beers, and dishes like chili-lime shrimp over a street corn salad, a crowd favorite. Crooked Hammock's co-owner Josh Grapski discovered the area when he was in culinary school. As a chef, he loved all the natural resources—the farms, the fresh seafood—but he was also captivated by the vibe. "What makes the Delaware Coast special is that it's this withdrawal from regular life—you get down here and you feel like you're in a different world," says Grapski. "My wife and I are both from New England, so Lewes had a quaintness that attracted us. It's very walkable and has a downtown set on a canal. Then you have this beautiful state park with big natural dunes and an Atlantic beach. Or there's the bay side, which has calm beaches where kids can hang out. It has a little bit of everything."

Media Summary

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As arranged, Starboard Claw was the [Foodie Friday feature](#) for WMDT, Delmarva's broadcast station. The segment, which aired on WMDT and was posted online, features two signature dishes from Starboard Claw and a call-to-action to visit.

Audience: 95,935

Ad Value Equivalency: \$887

Foodie Friday: The Starboard Claw



DEWEY BEACH, Del. – For this edition of Foodie Friday, we're visiting an eatery that recently won Best of Delaware 2024 New Restaurant Downstate. Let's visit the Starboard Claw, and try out some delicious dishes.

If seafood is your weakness, then Chef Paul Hajewski's offerings will be your kryptonite.

Pot of Pure Goodness

The Delmarva Steam Pot is a veritable heaven of creatures from the deep. The base is a house-made seafood broth. It starts with mirepoix—any chef's secret weapon: carrots, celery, and onions.

"We sell hard shell crabs here, so we'll get pieces of crabs that will fall off. Lobster bodies. It all just adds flavor," said Chef Hajewski as he threw the shrimp in a sizzling pan. "As that's cooking there, I'm going to start off by just lightly searing our seafood."

Media Summary

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As a result of ongoing media outreach and relationship with DC-based freelance journalist Tim Ebner, Lewes is featured as "Best for foodies" in a [Washington Post story about the best beaches near D.C.](#) The writeup highlights a number of businesses including Dogfish Inn, Heirloom, and Lewes Oyster House.

Audience: 40,182,339

Ad Value Equivalency: \$371,686

The Washington Post

The best beaches near D.C. — and which one is right for you

Want great restaurants? A classic boardwalk? A retreat into nature? We've got your ideal escape.



Best for foodies

Lewes

Distance from D.C.: 120 miles, about 2 hours, 25 minutes by car.



Beachgoers had better come hungry to Lewes, Del. This sleepy beach town, best known as a retiree community or the ferry link to Cape May, N.J., has in recent years established its reputation as a fine-dining destination on the Delaware shore. The allure of Lewes is its laid-back vibe and its two different beach options: the calm and quiet Delaware Bay, with a mix of historic and renovated beach houses lining the coast, or Cape Henlopen State Park, which charges a small vehicle entrance fee (\$5 Delaware tags, \$10 out-of-state tags) to access pristine beaches that you can surf, hike, camp or even forage for native edible plants ([\\$15 guided tour](#)).

A busy Friday evening at Heirloom in Lewes

Media Summary

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As a result of ongoing media outreach to freelance journalist Matt Meltzer (Fifty Grande, Thrillist, Matador Network), Southern Delaware is included in a roundup of best food in each state. In the article, Meltzer highlights the Apple Scrapple Festival in Bridgeville, identifying scrapple as a quintessential Delaware ingredient.

Audience: 45,441

Ad Value Equivalency: \$



DELAWARE

Scrapple

Where to get it: [Apple Scrapple Festival](#), Bridgeville

Do you enjoy miscellaneous pork parts ground up, delightfully seasoned and thrown on a roll or served next to eggs? Then you're going to love dining in Delaware, where scrapple, a ground-up pork loaf, is a regular on menus across the state. Dogfish Head Brewing — the state's most famous brewery — even made a beer out of the stuff a few years back. And every fall the Apple Scrapple Festival has local restaurants showcasing their takes on scrapple, plus a pageant and contests to see who can throw scrapple the furthest.

Media Summary

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As a result of continued relationship with Tim Ebner, who visited the Culinary Coast™ as arranged by Baltz & Company and Southern Delaware Tourism in 2022, Rehoboth Beach, Delaware is featured in a Thrillist roundup of the 20 Best Beach Towns in the U.S.

Audience: 2,850,446

Ad Value Equivalency: \$26,366



The 20 Best Beach Towns in the U.S.



Rehoboth, Delaware

Rehoboth has a long-established LGBTQ community, and you'll spot plenty of buff dudes strutting along the beach in supernaturally small speedos. But this upscale retreat on the Atlantic is fun for all, with its classic boardwalk, amusement park, and free summer concerts. While most of the youths and boozy beach parties keep to Dewey Beach three miles down the road, Rehoboth boasts the better bar and restaurant scene. It's also a haven for craft beer nerds: Dogfish Head founder Sam Calagione can often be seen skateboarding around town, and his flagship brewpub and restaurant, Chenapeake & Maine, is one of the first signs you've made it to the beach.

Must eat/drink: Local favorites include The Cultured Pearl for sushi with a rooftop view, or Henlopen City Oyster House for a raw bar spread. Meanwhile, Blue Moon rages into the night, and it's where you'll find drag queen competitions and shirtless bartenders serving shots of Fireball.

Don't leave without: Taking a chill bike ride around Silver Lake, a sleepy neighborhood with waterfront views and ornate million-dollar beach homes you may dream of one day owning. —TE

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 media outreach, Bethany Beach and Rehoboth are featured in a Time Out story about the best East Coast Beach towns.

Audience: 19,391,293

Ad Value Equivalency: \$179,369

TimeOut

9. Bethany Beach, DE



For a sun- and fun-filled getaway away from the crowds, make your way to **Bethany Beach**. This charming coastal town boasts a laid-back vibe that is ideal for families. Although the bustling boardwalk is rather small (about a half-mile long), it's dotted with fun gift shops and eateries (don't miss **DB's Fries!**) for folks of all ages. When you're not lounging on the beach, building sandcastles along the shore, or enjoying a dip in the ocean, check out one of the many nearby mom-and-pop stores, including **Bethany Beach Books**, **Tidepool Toys & Games**, **Fish Tales**, or **Blue Room Gallery & Gift Shop**. Lastly, for something sweet, make your way over to **Sandy Pony Donuts**, **Kohr Brothers Frozen Custard**, **Maureen's Ice Cream and Desserts** or **Candy Kitchen**.

Media Summary

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Prior to press release distribution and targeted media outreach, Washingtonian included Fenwick Island in a story about Quiet Mid-Atlantic Beaches for a Summer Escape, noting Matt Kern at One Coastal's James Beard finalist status.

Audience: 1,072,488

Ad Value Equivalency: \$9,920

WASHINGTONIAN

3 Quiet Mid-Atlantic Beaches for a Summer Escape

These lesser-known spots still offer sand and surf, but without crowds.

FENWICK ISLAND

Eat: Two years ago, chef Matthew Kern launched his debut eatery, [One Coastal](#) (101 Coastal Hwy.) in a former 50-seat strip-mall diner. He's now a finalist for a 2024 [James Beard Foundation](#) Best Chef award, thanks to dishes such as wild-foraged hen-of-the-woods mushrooms fried Korean style with a spicy house-made gochujang-honey barbecue sauce.

Media Summary

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As a result of media outreach and meeting with Time Out USA editor Virginia Gil, Rehoboth Beach is featured as one of the best weekend trips in the U.S. in Time Out. The writeup calls out several Culinary Coast™ destinations including One Coastal, DRIFT, Bellmoor Inn & Spa and Dogfish Head Brewery and Dogfish Brewing & Eats.

Audience: 19,391,293

Ad Value Equivalency: \$179,369



The best weekend trips in the U.S. for 2024

11. Rehoboth Beach, Delaware



10 Photograph Source

If you like miles of beachfront living, an expansive boardwalk, and an adorable town center with lots of quaint shops, then President Biden's favorite summer retreat should be yours, too. Rehoboth Beach sits along Southern Delaware's culinary coast, an area rich in agriculture and aquaculture contributing to the cluster of award-winning restaurants that includes [DRIFT](#) and [One Coastal](#), run by James Beard Semifinalist chef 2024 Matt Kern.

Where to stay: Book a room at the waterfront [Bellmoor Inn & Spa](#), an elegantly understated property less than a 10-minute walk from the beach.

Don't miss it: [Dogfish Head Brewery](#) originated in these parts and has sprawled out quite a bit since launching the first brewery in the nation's first state. Check out the [Brewings & Eats](#) in Rehoboth, where you can grab a bite just next door to Dogfish's original location.

Nearest airport: Philadelphia International Airport

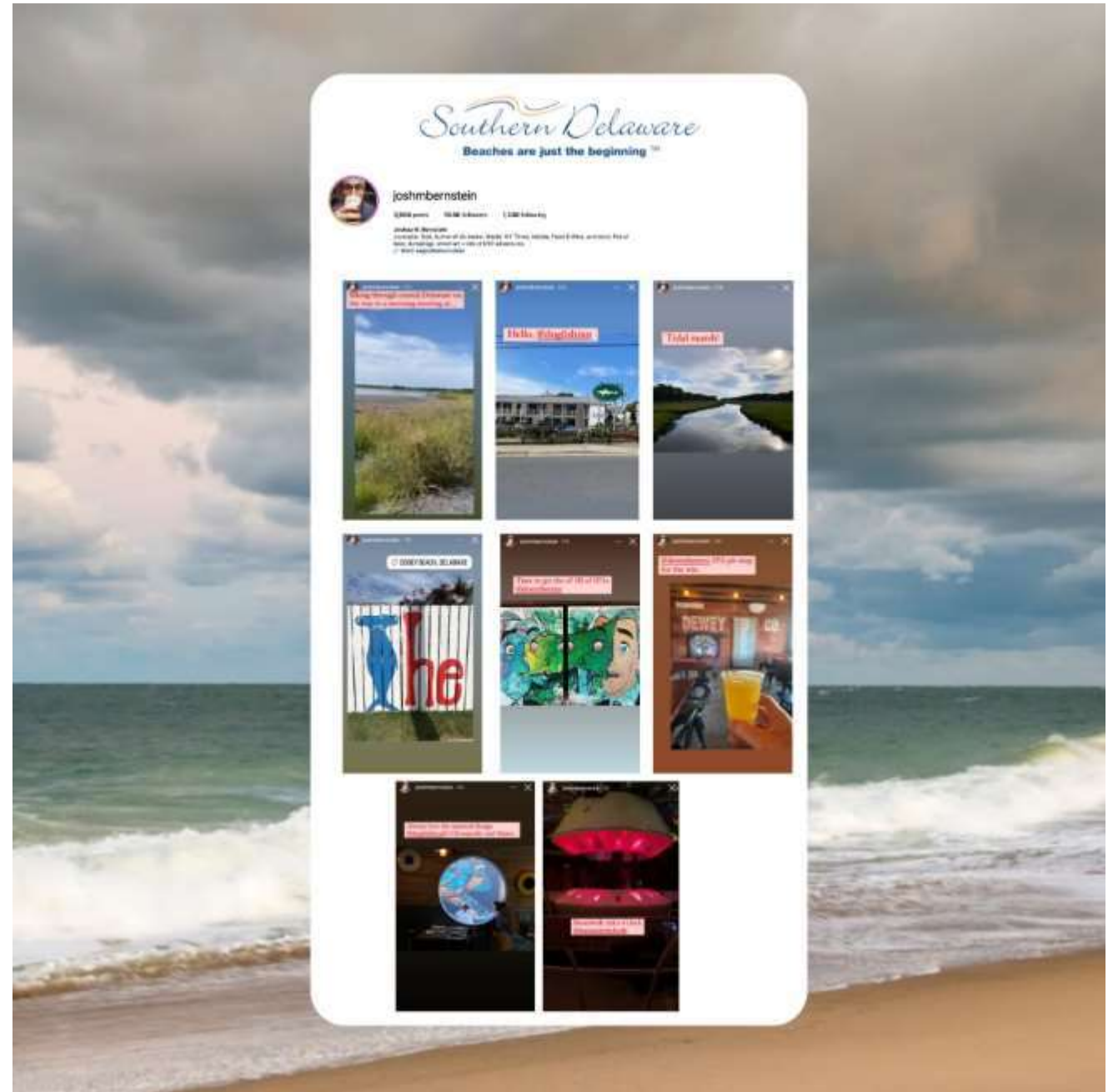
Social Media Summary

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Media visits including Joshua Bernstein, Kelly Magyarics, Kae Lani Palmisano resulted in social media coverage of the destination to their audiences of journalists and engaged travelers.

Joshua Bernstein's visit included multiple slides over the course of his stay, and Kae Lani Palmisano posted a static post of the destination. Kelly Magyarics shared Instagram stories about her experience.

DC-based content creator Maddie Smith (@onthemovewithmad) visited the destination and shared highlights of her trip via an [Instagram reel](#) to her regional audience of nearly 200K followers.



Partnership

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Baltz & Company initiated a partnership with Outstanding in the Field, the popular "roving restaurant without walls."

The team worked with Southern Delaware Tourism to organize and select location, and facilitate introductions. Upon landing on location the Outstanding in the Field team worked with the local government and partnered with chef Matt Kern to execute the event.

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

Outstanding in the Field



Upcoming Media

Further interest in the Culinary Coast™ and anticipated media coverage

- Philadelphia Magazine – Journalist Kae Lani Palmisano visited the Culinary Coast™ on assignment for the March issue of Philadelphia Magazine.
- Freelance, Caitlin White – West-Coast based freelance journalist Caitlin White considering a fall visit to Southern Delaware as an ancillary trip to a DC press trip. Caitlin contributes to Inside Hook, Men's Journal and more.
- Thrillist, Amber Gibson – Thrillist contributor working on Best Festivals for to travel to in 2025 and considering Delaware's Inland Bays Oyster Festival
- Eater DC, Claudia Rosenbaum – Working with Claudia on updating stories highlighting Southern Delaware bars and restaurants.
- The Wall Street Journal – Baltz & Co. Worked with WSJ journalist Rachel Wolfe to arrange interviews the Rehoboth Beach Chamber for the Sea Witch Festival. The fest was ultimately cut from the story but Rachel would like to work together on a future opp – potentially a season opener and economic impact story.

THE WALL STREET JOURNAL.

Forbes

InsideHook

MEN'S JOURNAL

EATER
WASHINGTON DC

Philadelphia
MAGAZINE