

## **JETTY, SPICE IT UP, SHORE POINT DISTRIBUTING CO. ONCE AGAIN DELIVER ON FANTASTIC FESTIVAL IN BEACH HAVEN**

*Third annual Hop Sauce Festival sees national headliner, steady growth and lots of smiles in Beach Haven, NJ*

*Beach Haven, NJ June 13, 2016* — Under flawless skies, the Hop Sauce Festival ushered in the start of summer on Long Beach Island, as an estimated attendance of 6,000 people enjoyed well-curated craft beers, hot sauces, food, and music on June 4, 2016.

With 12 food vendors offering everything from BBQ Pulled Pork, Raw Vegan Tacos, Cheesesteaks, Wings, and Clams on the Half Shell, festival goers were invited to try it all with an assortment of 22 amazing hot sauces and specialty foods, paired with an epic selection of craft beers from Shore Point Distributing Co. and a handful of the state's best independent brewers.

Last Saturday saw a record attendance at Hop Sauce Festival, which translated into a good weekend for LBI businesses and supporting vendors. It also means a large contribution to the Jetty Rock Foundation, who will put upwards of \$25K into initiatives to support the youth in our area.

“Charity and community became a part of Jetty's core without us even realizing it. Before Sandy there was Hurricane Katrina in 2005. We started working with David's Dream and Believe Cancer Foundation, Hurricane Sandy Relief, Eskimo Outreach, Hop Sauce....etc. Bringing people together and helping those in need has always been a part of our community without any of us ever realizing it. So the deal is, as long as the community keeps supporting Jetty and the events we run, we'll keep running the events,” says Jetty's co-founder and Chief Marketing Officer, Cory Higgins.

This year, Hop Sauce Festival music director Joe Belsh was tasked with raising the bar for the line-up on the Toms River Volkswagen stage. Locals were extremely happy to see the day open with LBI's own Funk Shway, followed by a blistering surf rock set by the Black Flamingos, and the indie-rock sounds of Small Black.

The largest attendance in Hop Sauce history filled the Taylor Ave. Waterfront into the afternoon as co-headliner Craig Finn took the stage to deliver a memorable set of his solo material, backed by a band of notable musicians.

“It's good to be back on LBI,” he told the crowd, “The last time we were here, my band played on a friend's dock. So this kind of feels like the first real show.”

Finishing out the day was the Lonely Biscuits, a band that has some history with Jetty going back to Superstorm Sandy relief efforts. The former MTV “College Band of the Year,” got the crowd grooving as the sun began to sink over the bay.

Making their first-ever appearance at Hop Sauce was Maker's Row, a collective of young artists all showing eclectic, fine handmade items, a wonderful esthetic that will become a staple in years to come. And once again, while the sounds, tastes, and sights all came together, it was that general vibe and camaraderie that once again made Hop Sauce just feel like a fantastic day.

“There’s such a positive vibe around Hop Sauce all day, from kids to grandparents - smiles ear-to-ear, all around. When the police are thanking you at the end of the day for having such a great crowd, you know you’re doing something right. It’s a family friendly, community event. Everyone gets that, and you can really feel it,” added Higgins.

Photos and video of the event can be seen at [Hopsauce.fest.com](http://Hopsauce.fest.com) and are available for press usage. Please follow the official social outlets: [facebook.com/hopsaucefest](https://facebook.com/hopsaucefest) and [@hopsaucefest](https://instagram.com/hopsaucefest) on Instagram and Twitter.

**About Jetty:** The Jetty Rock Foundation is the registered non-profit arm of the Jetty brand, a grassroots company with a special touch of NJ garage must and dust. Jetty prints most of our own apparel in-house using an eco-friendly, water-based discharge ink system, currently selling in 125+ retailers in North America, formed with the intention of supporting athletes, artists, travelers, and musicians while spreading positive energy. Knowing that they have accomplished these things and motivated many to do the same is the blood of The Jetty Life. Please feel free to contact Jetty for information about events, The Jetty Rock Foundation, or Eco-friendly screen printing services. Phone: 800.900.6435 or fax: 928.438.6825 or email: [info@jettylife.com](mailto:info@jettylife.com).

**About Spice It Up:** Spice It Up is located on Long Beach Island, NJ in Beach Haven, and is part of the Bay Village family of shops. Our mission is to provide our community and visitors with the ingredients necessary to make every meal or dessert special. We will offer a global experience at the beach, while inviting you to be part of our extended family. Spice It Up believes in community, and we know that working together is fundamental to sharing a good meal. [facebook.com/spiceituplbi](https://facebook.com/spiceituplbi); [www.spiceituplbi.com](http://www.spiceituplbi.com)  
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**For further event information contact: The Hop Sauce Committee at [info@jettylife.com](mailto:info@jettylife.com)**