



FOR IMMEDIATE RELEASE

JETTY AND SPICE IT UP HEAT UP LBI WITH THE RETURN OF HOPSAUCE FEST!

After a 2-year hiatus as a result of COVID-19, HopSauce fest returned for its 7th year-- spicier than ever.

June 21, 2022 – Beach Haven, NJ

On Saturday, June 18 th the triumphant return of HopSauce, LBI's craft beer and hot sauce festival finally took place.

This event brought together an eclectic mix of live bands, hot sauce and spicy food vendors, craft beer, and other local businesses and nonprofits. Key local sponsors included Ritchie & Page Distributing Company, Ship Bottom Brewery, The Wright Law Firm, Better Homes & Gardens Real Estate, and Equity Prime Mortgage.

This year's music lineup included headliner Jimkata, a three-piece anthemic, synth-washed, electro-rock band based out of Ithaca and Los Angeles as well as local artists from the tri-state. Of note was the event's larger-than-life emcee, DJ Dillon Maurer, and his alter ego Lobsterdamus who was a crowd favorite.

"We're super grateful to all of our sponsors, bands, our hop-erator volunteers, patrons, and of course our partner, Spice it Up for making this year's HopSauce the biggest and best one yet. This event truly takes a village to pull off and has quickly become a fan favorite, with all proceeds benefitting the Jetty Rock Foundation." said Jeremy DeFilippis, Jetty CEO and HopSauce co-organizer.

DeFilippis estimates that nearly 3,000 people were in attendance for the return of HopSauce and that approximately \$25,000 from this event will go to the Jetty Rock Foundation to directly support oyster recycling and clean water initiatives in the surrounding areas.

The summer fun and philanthropy is just getting started on LBI with Jetty already focusing on their next charitable event, Coquina Jam, an all-women's surf competition benefitting the Jetty Rock Foundation and David's Dream and Believe Cancer Foundation. The Coquina Jam will take place on July 24 th in Brant Beach, NJ. For more information, please visit www.jettyrockfoundation.org.

About Jetty

Jetty, the coastal brand with a conscience, is a mainstay of the Jersey Shore, bringing their love of all things surf, art, travel, skate, and music to their eco-conscious apparel company. Founded in 2003, they capture the spirit of the Shore with their own brand of laid-back East Coast cool rooted in community. Jetty, a Certified B Corp since 2017, has a proud legacy of supporting their coastal community with environmental and outreach initiatives through their non-profit arm, the Jetty Rock Foundation. For more information on Jetty, please visit www.jettylife.com.

About Jetty Rock Foundation

The Jetty Rock Foundation is an approved 501(c)(3) charitable organization and the nonprofit arm of the Jetty brand. The mission of the Jetty Rock Foundation is to protect our oceans and waterways, and support those who build their lives around them. Oysters are central to the JRF mission as they are vital to our ecosystem and our local economy. JRF has partnered with local organizations to restore oyster populations to help keep our coastal waters clean. To learn more, please visit www.jettyrockfoundation.org.

About Spice It Up

Founded in 2013, Spice It Up set out to provide the community and visitors with unique ingredients to make every meal special. They are passionate about highlighting small businesses that use good, all-natural ingredients that enhance your meal and make you feel good about what you are eating! They have been the long-time co-host of HopSauce Fest, bringing their love of spicy food and sauces to Long Beach Island. To learn more, please visit www.spiceituplbi.com.