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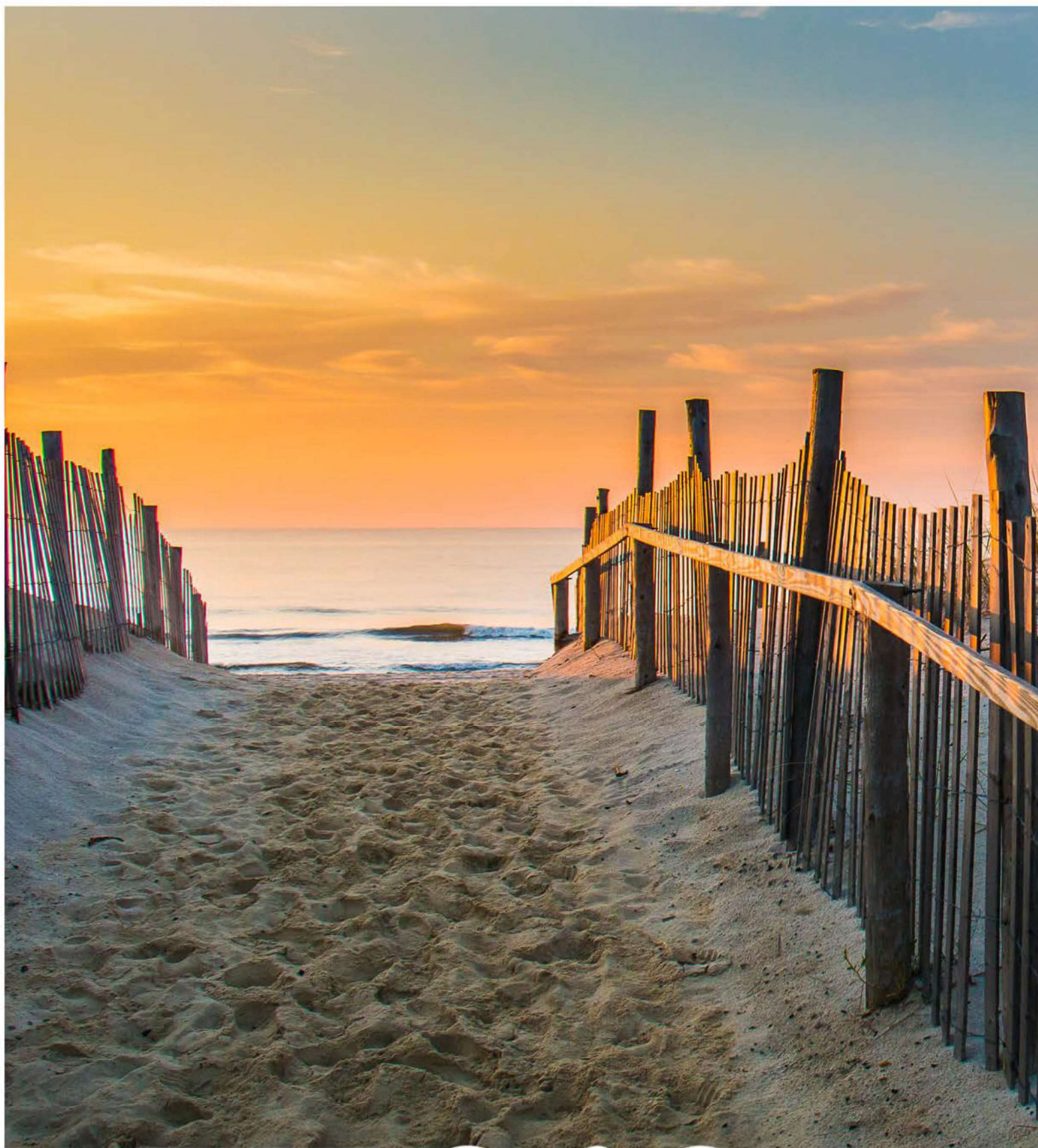
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JUNE 2022



SUMMER MARKET

USA \$6.99
CAN \$9.99 / UK £6
SA R90 / ISR 25n





THE'S A

BY: SHIFRA
KLEIN



THE JERSEY SHORE

(all 141 miles of it) has the highest concentration of oceanside boardwalks in the United States. The stretch of beaches along the towns of Deal and Long Branch offer kosher beachgoers a prime beach experience.

Deal is a popular summer destination for the Syrian Jewish community. In fact, it is estimated that 80% of Deal's population is Sephardic Jews and that population jumps ten-fold during the summer. Due to the influx of so many kosher-keeping Jews during the summer months, the kosher scene has exploded beyond Deal into the neighboring towns of Eatontown, Long Branch and Red Bank.

Last summer, we spent some time in Deal working on the Chanukah issue as part of a feature we did with The Special Children's Center. We went back a few months later with our children during their Chanukah break and stayed at the Eatontown Sheraton. In March, we returned to celebrate Shlomo's birthday at Salt Steakhouse, which happened to coincide with the launch of their exclusive Herzog wine library. We truly experienced the area in all seasons and, while there was a lot to do and enjoy year round, summer is the perfect time to enjoy the beach scene along with the variety of kosher food options.

Another wonderful time to visit is during the early fall (think Chol Hamoed Sukkot outing). It is quieter and cooler than summer months and spending a day at any of the boardwalks provides a memorable experience.

BEACH



▲ Beth Warren showing Shifra Klein around Kings Highway Glatt

WHERE TO EAT

The following are establishments that we visited ourselves and are all certified by JSOR. We have included a resource guide at the end, so you can find other establishments that may interest you as well.

OURI'S MARKET

Ouri's is a kosher gourmet market with superior produce, gourmet pantry staples and groceries. Beyond that, Ouri's has a variety of fresh salads, as well as coffee and ice cream stations worth waiting in line for. They also make a line of dips and spreads for Shabbat or anytime. Don't be surprised by the crowds, especially on the week-ends! The food speaks for itself.

266 Norwood Avenue,
Deal, NJ
(732) 517-0785

KINGS HIGHWAY GLATT

The freezer at this spot is loaded with trays and trays of mazza, such as mechshi, kibbeh and lachmagine. On Thursdays and Fridays you will also find ready-to-eat mazza. Stock up on Syrian delicacies to bring home.

250 Norwood Avenue,
Deal, NJ
(732) 660-1010

SLICES

This is a great place to stop for New York-style pizza with the family. The crust is the perfect balance of thin and crunchy. With an array of pizza toppings, falafel, pastas and fries, there is something for everyone.

250 Norwood Avenue,
Deal, NJ
(732) 531-6811



▼ Ouri's Market ►





Salt Steakhouse ▼



SALT STEAKHOUSE

The overall experience at this steakhouse is one of a kind, from the ambiance to the food. Upon entering, you are welcomed by an elegant bar backed by tiles resembling salt blocks. The restaurant has floor-to-ceiling windows overlooking the boardwalk, as well as a dry aging room and a wood-fired oven. The food is classic kosher steakhouse fare done extraordinarily well. We highly recommend the flatbreads, which are cooked in a wood-burning stove. Salt is expanding for the upcoming summer season to offer a more casual bar area and menu in addition to their standard steakhouse menu.

15 Morris Avenue,
Long Branch, NJ
(732) 813-SALT (7258)

LBK GRILL

This is the ideal spot for on-the-go meals on the beach. Located in Pier Village on the Long Branch boardwalk, LBK offers burgers, sandwiches, loaded fries and more. They have been closed this year, but plan to reopen this summer, so call or check their Instagram or website for updates.

110 Ocean Avenue,
Long Branch, NJ
(732) 336-6633

PRIMAVERA RESTAURANT & BAR

Centrally located in a bright and airy space, this new dairy restaurant is a great spot for lunch or dinner. Menu options include Mediterranean-inspired appetizers, pastas and artisanal pizzas.

118 Norwood Avenue,
Deal, NJ
(732) 430-2073

BALAGAN66

This takeout spot for falafel or shawarma does

not have much seating, but the online ordering process is seamless, making it the perfect option for Israeli takeout.

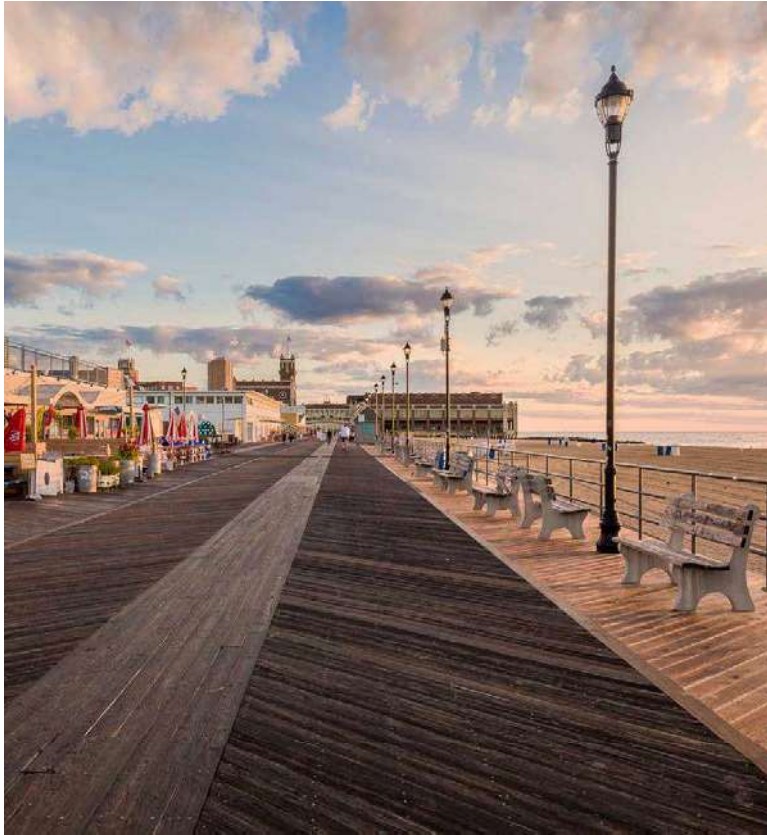
66 Monmouth Road,
Oakhurst, NJ
(732) 716-4200

AKIMORI

From the founders of Brooklyn's kosher omakase sushi experience, Akimori's second location provides the same high-quality sushi. (Note: Omakase is only

available at the Brooklyn location.)

250 Norwood Avenue,
Oakhurst, NJ
(732) 508-9359



WHAT TO DO

BEACH

Bring a beach chair, sun-screen, snacks and a good book and hang out by the beach.

BOARDWALK

New Jersey is famous for its boardwalks, offering a variety of entertainment for people of all ages in close proximity to kosher food. While there are plenty of boardwalks in this region, we focused on a few. See additional resources for more information.

○ PIER VILLAGE AT LONG BRANCH

This boardwalk is all about walking, shopping and dining. The walk is beautiful and serene and has public beach access. However, what stands out about Pier Village are the kosher options available — Salt Steakhouse, LBK Grill and more. There is public parking available at a minimal cost.

○ ASBURY PARK

Asbury Park has a cool, charming vibe. The boardwalk is lined with unique boutique shops and is famous for its music, concerts and nightlife.

○ JENKINSON'S BOARDWALK AT POINT PLEASANT BEACH

An old-school local fair vibe meets beachtown is what Jenkinson's is all about. There is a small amusement park, batting cages, mini golf, an aquarium and lots of arcades. There is public beach access and public toilets. There are no official kosher options here, but it is located about 25 minutes from Deal and 25 minutes from Lakewood, so you can plan to stop in either direction to stock up on food for the day.

U-PICK FARMS

Jersey is home to many U-Pick farms. The closest one to Deal is Eastmont Orchards, which offers seasonal picking and hayrides.

SHOPPING

Enjoy a nice sunny day at the Grove at Shrewsbury, a high-end outdoor shopping mall. Want some AC and a classic mall experience? Visit Monmouth Mall instead.

WATER ACTIVITIES

Try family-friendly pedal boating at Asbury Park Pedal Boats. Their swan-shaped boats can be rented for a fun ride across calm waters. Try Aquarentz for another boating experience or Shark Inlet Charters for fishing. Looking for an adventure? Try parasailing at Belmar Parasail, a family-owned business dedicated to ensuring you have the time of your life.

WHERE TO STAY

WAVE RESORT

This new beach-front resort is located on the Long Branch boardwalk in the heart of Pier Village. Each of the 67 guest rooms features a terrace and the hotel has spa services, a gym and outdoor pool. It is located directly across the boardwalk from Salt Steakhouse and LBK Grill. It does get quite full during summer months, so be sure to plan ahead.

110 Ocean Avenue,
Long Branch, NJ
(732) 612-9283

BUNGALOW HOTEL

This modern boutique hotel is located across the street from Pier Village boardwalk. Since it's not beachfront, it is a more affordable hotel option.

50 Laird Street,
Long Branch, NJ
(732) 229-3700

SHERATON EATONTOWN

This newly-renovated hotel is located a few miles from the beach and offers nice-sized rooms, a gym and an indoor pool. It's surrounded by many food options and activities and is the perfect way to have the beach and boardwalk experience at a more affordable price point (plus, it's points-friendly!).

6 Industrial Way,
Eatontown, NJ
(732) 542-6500

ADDITIONAL RESOURCES:

- **Chabadshore.com:**
The local Chabad offers shul, mikvah and eruv information for kosher travelers.
- **jsor.org:** JSOR, the Jersey Shore-based hashgacha organization, is a member of AKO (Association of Kashrut Organizations) and a CRC recommended agency. Keep in mind that the standard of Cholov Yisroel, Beit Yosef meat and Bishul Yisroel for the Sephardic community varies between establishments, so please check each certificate for standards. We didn't include every kosher establishment, since there are so many options in the area. However, JSOR's website has an expansive list of all establishments and contact information if you have any additional questions.
- **Kosher GPS:**
Download this app to gain up-to-date information on local kosher establishments. Available in the App Store or Google Play.
- **visitmonmouth.com:**
This website offers resources on what to do in the area.