



VINELAND'S WANDER BACK WINS WORLD BEER CUP GOLD

By Michael Taylor

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Wander Back Beerworks, the Vineland brewery launched by veterans of Cape May Brewing, just grabbed a gold medal at the World Beer Cup, with its Wander Back Lager named the world's best Munich-style Helles. The win instantly puts the young South Jersey brand on the global beer map and gives a serious tailwind to its planned Vineland taproom.

The awards ceremony wrapped up on April 22 at the Pennsylvania Convention Center, where Wander Back Lager topped a field of 156 entries to claim gold in the Munich-style Helles category, according to the World Beer Cup. The Philadelphia Inquirer also highlighted the region's

medalists, noting that several New Jersey breweries joined Wander Back on the winners' list.

Judges praised the lager's bright, bread-like malt character, which the brewery credits to 100% locally grown, floor-malted pilsner from Rabbit Hill Farms paired with patient lagering. Wander Back Lager clocks in at 4.9% ABV, according to a review in *Beer & Brewing*, and the head brewer walked through the recipe and process on a recent *Beer & Brewing* podcast episode.

Vineland officials celebrated the win on social media, sharing photos and noting that Wander Back has a taproom slated to open later this year as part of the downtown convention-center project, according to Vineland City. City documents lay out plans for a two-story brewery in the renovated Landis Marketplace at 631 E. Landis Avenue, per a redevelopment plan previously published by Vineland City. While construction in Vineland continues, Wander Back has been brewing out of Hidden Sands Brewing's facility in Egg Harbor Township.

A World Beer Cup medal can spike demand and open new distribution doors for small brewers, especially when the competition draws thousands of entries and judges from around the world. *American Craft Beer* cataloged this year's winners and noted that awards like this often put regional breweries firmly on the map.

For Vineland, the gold is a point of civic pride and a marketing jackpot for a brewery that has leaned into local grain and agricultural roots. If Wander Back can turn that medal into more foot traffic and wider shelf space, the Vineland taproom could open its doors to a crowd that is already thirsty for a taste.