



## GOOD FOOD AWARDS FINALISTS ANNOUNCED

SAN FRANCISCO, CA (November 15, 2010) – The Good Food Awards is proud to announce the 130 outstanding American food producers nominated to receive a Good Food Awards Winner Seal – assuring consumers they have found something exceptionally delicious that also supports sustainability and social good. As the first awards platform to celebrate the kind of food we all want to eat – tasty, authentic, and responsible – the Good Food Awards received over 780 products from 41 states, all vying for a chance to be among the 80 winners recognized at an awards ceremony hosted by Alice Waters on January 14, 2011.

The official judging took place at Hub-SOMA, a LEED designed co-working space and art gallery, where judges blind tasted their way through America's foodscape. Among the 80 judges, were a veritable who's who of food industry visionaries including venerated coffee roasters Andrew Barnett (Ecco Caffè) and President of the Specialty Coffee Association of America Peter Guliano, cheesemonger Sarah Dvorak (Mission Cheese) and cheese expert Laura Werlin (*The New American Cheese*), chocolate icons John Scharffenberger and Alice Medrich, in addition to veteran journalist Michael Bauer, San Francisco Chronicle, and industry leaders Nell Newman of Newman's Own Organics and Bruce Aidells (*Bruce Aidells's Complete Book of Pork*).

"The hunger to celebrate our peers who are raising the bar for craft food production was vividly apparent this last month," said Sarah Weiner, Director of the Good Food Awards. "With hundreds more entries than we could have imagined, and dozens of judges flying in from across the country — even from Guatemala in the case of one coffee grower — we knew we had touched on something needed. We are both humbled and thrilled to be a part of an American food renaissance, and are looking forward to seeing this dynamic community grow."

On January 14, 2011, winners will be announced at the Good Food Awards Ceremony hosted by Alice Waters at the San Francisco Ferry Building, followed by a Marketplace event on January 15, 2011 where food lovers will be able to talk shop with producers, plus taste and purchase the award-winning products.

Both events will kick off Good Food Month (January 14 – February 20, 2011), a celebration of responsibly produced, delicious food that will consist of over 500 independently organized events throughout the Bay Area – from special farm tours of local dairies and salsa tastings at Community Kitchen, to a panel discussion of gender in the chocolate industry, food crafting demos, and a special pop up general store. Event logistics (including special farmers market events free of charge) and ticket pricing for Good Food Month will be released by December 15 2010, at which-time tickets can be purchased online at [www.goodfoodawards.org](http://www.goodfoodawards.org).

The Good Food Awards would not be possible without the support of the official Presenting Marketplace Sponsor Whole Foods, and of William Sonoma, Bi-Rite Market, Foodzie, the San Francisco Ferry Building, CUESA, and Paula Le Duc Fine Catering.

## ABOUT GOOD FOOD AWARDS

The Good Food Awards celebrate the kind of food we all want to eat: tasty, authentic, and responsible. This pioneering initiative grants awards to outstanding American food producers and the farmers who provide their ingredients. In its inaugural year, Good Food Awards will be given to winners in seven categories: beer, charcuterie, cheese, chocolate, coffee, pickles and preserves. Awards will be given to producers and their food communities from each of five regions of the US. The Good Food Awards seal, found on winning products, assures consumers they have found something exceptionally delicious that also supports sustainability and social good. Winners are announced at an annual Awards Ceremony and Marketplace at the iconic Ferry Building in San Francisco to honor new Good Food Award recipients and also organize a month of events and tastings to support the wider community making good food. Find more information at: [www.goodfoodawards.org](http://www.goodfoodawards.org).

## ABOUT SEEDLING PROJECTS

The Good Food Awards is being organized by Seedling Projects in collaboration with a broad community of food producers, chefs, food writers and passionate food-lovers. Seedling Projects is a social enterprise L3C organization led by Sarah Weiner and Dominic Phillips, who have united their diverse skills to support the sustainable food movement. Through focused events and strategic models we engage the public in finding better ways to feed our communities. Our collaborative approach draws upon the wealth of talent and creativity of our colleagues and community organizations. Find more information at: [www.seedlingprojects.org](http://www.seedlingprojects.org)

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## 2011 Good Food Awards Finalists (Sorted Alphabetically by Category)

### COFFEE:

**Allegro Coffee Company** – Panama Esmeralda (Central: Thornton, CO)  
**Alterra Coffee Roasters** – Guatemala Hunapu (Central: Milwaukee, WI)  
**Barrington Coffee Roasting Company** – Ethiopia Nekisse (East: Lee, MA)  
**Blue Bottle Coffee** – Kemgin (West: San Francisco, CA)  
**Carrboro Coffee Company** – El Aguacate (South: Carrboro, NC)  
**Coava Coffee Roasters** – Kienni Kenya (North: Portland, OR)  
**Counter Culture Coffee** – Finca Kilimanjaro (South: Durham, NC)  
**Cuvee Coffee** – San Jose Ocana (South: Spicewood, TX)  
**Ecco Caffè** – Kenya Kiunyu (West: Santa Rosa, CA)  
**George Howell Coffee Company** – Konga Ethiopia (East: Acton, MA)  
**Gimme! Coffee** – Finca San Luis (East: Ithaca, NY)  
**Heart Coffee and Roasters** – Kenya Nyanja (North: Portland, OR)  
**Intelligentsia Coffee** – Kenya Thiriku (Central: Chicago, IL; West: Los Angeles, CA)  
**Klatch Coffee Inc.** – Guatemala Covadonga (West: Los Angeles, CA)  
**Madcap Coffee** – Los Lobos Costa Rica (Central: Grand Rapids, MI)  
**Montana Coffee Traders** – Ethiopian Peaberry (North: Whitefish, MT)  
**Noble Coffee Roasting** – Kenyan Kiaora (North: Ashland, OR)  
**Oren's Daily Roast** – Guatemala Sacatepéquez (East: New York, NY)  
**PT's Coffee Roasting Co.** – Hacienda La Esmeralda Mario Carnaval (Central: Topeka, KS)  
**Public Domain** – Kona Cloud Forest (North: Portland, OR)  
**Ritual Coffee Roasters** – Kenya Kiandu (West: San Francisco, CA)  
**Wrecking Ball Coffee Roasters** – Kenya Kiangoi (East: Washington, DC)

### CHARCUTERIE:

**Alexian Pate** – Duck Mousse With Cognac (East: Neptune, NJ)  
**Café Rouge** – Smoked Beef Tongue (West: Berkeley, CA)  
**Col. Bill Newsoms Aged Hams** – Col. Newsoms Free Range Aged Ham (Central: Princeton, KY)  
**Creminelli Fine Meats** – Barolo Handcrafted Italian Salami (West: Salt Lake City, UT)  
**Creminelli Fine Meats** – Wild Boar Handcrafted Italian Salami (West: Salt Lake City, UT)  
**Cypress** – Cypressata (South: Charleston, SC)  
**Formaggio Kitchen** – Pancetta (East: Cambridge, MA)  
**Gary West Meats** – Natural Buffalo Strips (North: Jacksonville, OR)  
**La Quercia** – La Quercia Prosciutto Green Label (Central: Norwalk, IA)  
**North Park Meat Co. / The Linkery** – Country Ham (West: San Diego, CA)  
**OLLI Salumeria Americana** – Culatello (East: Richmond, VA)  
**OLLI Salumeria Americana** – Lomo (East: Richmond, VA)  
**Olympic Provisions** – Loukanika (North: Portland, OR)  
**Olympic Provisions** – Saucisson d'Arles (North: Portland, OR)  
**Olympic Provisions** – Rioja Style Chorizo (North: Portland, OR)  
**Olympic Provisions Restaurant** – Pork Liver Mousse (North: Portland, OR)  
**Pine Street Market** – Dry Cured Coppa (South: Atlanta, GA)  
**S Wallace Edwards & Sons** – Surrano Ham (East: Surry, VA)  
**Salame Beddu** – Coppa Rossa (Central: St. Louis, MO)  
**Tender Greens** – Smoked Prosciutto (West: San Diego, CA)  
**The Chameleon Café** – Free Range Chicken Liver Pate (East: Baltimore, MD)  
**The Girl and the Fig** – Coppa (West: Sonoma, CA)  
**The Girl and the Fig** – Pimenton Salami (West: Sonoma, CA)  
**Vande Rose Farms** – Applewood Smoked Artisan Cured Ham (Central: Oskaloosa, IA)  
**Weeping Radish Farm Brewery** – Liverwurst (South: Grandy, NC)

### CHEESE:

**Ancient Heritage Dairy** – Hannah Bridge (North: Scio, OR)  
**Berkshire Cheese LLC** – Berkshire Blue Cheese (East: Berkshire, MA)  
**Cato Corner Farm** – Brigid's Abbey (East: Colchester, CT)  
**Cellars at Jasper Hill** – Cabot Clothbound Cheddar (East: Greensboro, VT)  
**Cowgirl Creamery** – Red Hawk (West: Petaluma, CA)  
**Fiscalini** – Bandage Wrapped Cheddar (West: Modesto, CA)  
**Goldin Artisan Goat Cheese** – Cascadian Frechette (North: Molalla, OR)  
**Meadow Creek Dairy** – Grayson (East: Galax, VA)  
**Nicasio Valley Cheese Company** – Nicasio Square (West: Nicasio, CA)  
**Point Reyes Farmstead** – Point Reyes Farmstead Blue (West: Point Reyes Station, CA)  
**Prairie Fruits Farm & Creamery** – Little Bloom on the Prairie (Central: Champaign, IL)  
**Redwood Hill Farms** – Cameo (West: Sebastopol, CA)  
**Rivers Edge Chevre** – Siltcoos (North: Logsdon, OR)  
**Rivers Edge Chevre** – Mayor of Nye Beach (North: Logsdon, OR)  
**Rogue Creamery** – Echo Mountain (North: Central Point, OR)  
**Uplands Cheese** – Extra Aged Pleasant Ridge Reserve (Central: Dodgeville, WI)  
**Uplands Cheese** – Pleasant Ridge Reserve (Central: Dodgeville, WI)  
**Von Trapp Farmstead** – Oma (East: Waitsfield, VT)

### CHOCOLATE:

**Charles Chocolates** – Salty Sweet Cashew Bar (West: San Francisco, CA)  
**Chuo Chocolate** – Limited Edition Origins bar 77% Cacao de Chuao (West: Carlsbad, CA)  
**Jade Chocolates** – Dragon's Breath (West: San Francisco, CA)  
**Lillie Belle Farms** – Ocumare (North: Central Point, OR)  
**Madécasse** – Milk (East: Brooklyn, NY)  
**Mindo Chocolate Makers** – 77% bar (Central: Dexter, MI)  
**Olive & Sinclair Chocolate Co.** – S. Artisan Chocolate™ Sea Salt Bar (South: Nashville, TN)  
**Patric Chocolate** – In-NIB-itable Bar (Central: Columbia, MO)  
**Poco Dolce** – Aztec Chile Tiles (West: San Francisco, CA)  
**Potomac Chocolate Co.** – Upala (East: Woodbridge, VA)  
**Rogue Chocolatier** – Sambirano (North: Minneapolis, MN)  
**Taza Chocolate** – 80% Dark Stone Ground Chocolate (East: Somerville, MA)  
**Theo Chocolate** – Theo Jane Goodall 70% Dark Chocolate - For Immediate Release  
**Vice Chocolates** – Milk + Black Lava Sea Salt (West: Oakland, CA)  
**Xocolatl de David** – Salted Caramel (North: Portland, OR)  
**Zoes Chocolate Co.** – Raw with Nibs (East: Waynesboro, PA)

### BEER:

**Big Sky Brewing** – India Pale Ale (North: Missoula, MT)  
**Bison Brewing** – Organic Gingerbread Ale (West: Berkeley, CA)  
**Drake's Brewing** – Denoggenizer (West: San Leandro, CA)  
**Grand Teton Brewing Co.** – Sweetgrass American APA (North: Victor, ID)  
**Mad River Brewing Co.** – Steelhead Extra Pale (West: Blue Lake, CA)  
**Marin Brewing Company** – ESChi (West: Larkspur, CA)  
**North Coast Brewing Company** – Prangster (West: Ft. Bragg, CA)  
**Oskar Blues** – Old Chub Scotch Ale (Central: Lyons, CO)  
**Pike Brewing Company** – Dry Wit (North: Seattle, WA)  
**Santa Cruz Mountain Brewing** – Porter (West: Santa Cruz, CA)  
**Smuttynose Brewing Company** – Robust Porter (East: Portsmouth, NH)  
**Smuttynose Brewing Company** – India Pale Ale (East: Portsmouth, NH)  
**The Bruery** – Trade Winds Tripel (West: Placentia, CA)  
**Thirsty Bear Brewing Co.** – Polar Bear Pils (West: San Francisco, CA)  
**Victory Brewing** – Hop Devil IPA (East: Downingtown, PA)

### PICKLES:

**Ann's Raspberry Farm** – Savory Brussels Sprout Relish (Central: Fredericktown, OH)  
**Artisanal Soy** – Kimchi (East: Washington DC)  
**Ceres Community Project** – Arame & Ginger Sauerkraut Salad (West: Sebastopol, CA)  
**Cultured** – Spicy Oregano Purple Carrots (West: Berkeley, CA)  
**Farmer's Daughter** – Spicy Green Tomato (South: Carborro, NC)  
**Firefly Kitchens** – Yin Yang Carrots (North: Seattle, WA)  
**FoodMatch Inc.** – Hot Pickled Okra (East: New York, NY)  
**FoodMatch Inc.** – Essie's Sweet and Sour Green Tomato Relish (East: New York, NY)  
**FoodMatch Inc.** – Pickled Watermelon Rind (East: New York, NY)  
**McClure's Pickles** – McClure's Brine (Central: Detroit, MI)  
**Metzger Specialty Brands** – Tillen Farms Pickled Crispy Asparagus (East: New York, NY)  
**Olympic Provisions** – Pickled Corno di Toro Peppers (North: Portland, OR)  
**Real Pickles** – Organic Garlic Dill (East: Greenfield, MA)  
**Rick's Picks** – Phat Beets (East: New York, NY)  
**Sonoma Valley Sharecropper** – Sweet & Sour Squash (West: Sonoma, CA)  
**Sour Puss Pickles** – Peppered Okra (East: Brooklyn, NY)  
**Spirit Creek Farm** – Purple Sauerkraut (Central: Bayfield, WI)  
**Tender Greens** – Spiced Baby Carrots (West: San Diego, CA)  
**We Love Jam** – Bread and Butter Pickles (West: Santa Clara, CA)

### PRESERVES:

**Ann's Raspberry Farm** – Jalapeno Raspberry Jam (Central: Fredericktown, OH)  
**Confituras** – Texas Fig Preserves (South: Austin, TX)  
**Deluxe Foods** – Gingered Rhubarb Jam (North: Seattle, WA)  
**Ellele Kitchen** – Central Coast Raspberry (West: Pasadena, CA)  
**Farmer's Daughter Brand** – Bourbon'd Figs (South: Carrboro, NC)  
**Farmer's Daughter Brand** – Muscadine Preserves (South: Carrboro, NC)  
**Happy Girl Kitchen** – Apricot Chili Jam (West: Monterey, CA)  
**HeathGlen Organic Farm & Kitchen** – Raspberry Habenero (North: Forest Lake, MN)  
**Middleton Farm** – Raspberry (West: Healdsburg, CA)  
**Plumline** – Damson Plum (West: Santa Cruz, CA)  
**Queener Fruit Farm** – Blackcurrant Jam (North: Scio, OR)  
**Sweet Deliverance NYC** – Ground Cherry Jam (East: New York, NY)  
**Sweet Deliverance NYC** – Strawberry Orange Blossom Honey (East: New York, NY)  
**Tender Greens** – Spiced Apple Pumpkin Butter (West: San Diego, CA)



## **SAMPLE VIGNETTES** from 7 of our 130 finalists

### **BEER (North)**, Pike Brewing Company (Seattle, WA), Dry Wit

Pike Brewing Company was founded in 1989 in Seattle, Washington by Charles and Rose Ann Finkel with the philosophy of local, sustainable, and environmentally friendly beers. Pike Brewing Company strives to source organic ingredients when possible but has made the conscious choice to source local ingredients over organic ingredients when needed. Their brewing process is completely steam-powered and gravity-fed and spent grain is given to various local cattle and pig farmers as animal feed. Their pub claims to be 97% compostable and strives to purchase its food from a 100 mile radius.

### **CHARCUTERIE (East)**, S Wallace Edwards & Sons (Surry, VA), Surryano Ham

Honoring traditions dating back to the methods that Native Americans taught to the pilgrims of the Jamestown Settlement, Sam Edwards began selling country ham sandwiches from local meat on the Jamestown Ferry in the 1920s. Today they use pasture-raised Berkshire Pigs from Newman Farms in Missouri, maintaining a firm commitment to heritage hogs. Edwards and Sons is currently working with farmers in their home-state of Virginia, alongside Heritage Foods USA, to educate farmers about sustainable methods of raising and butchering pigs.

### **CHEESE (North)**, Rivers Edge Chevre (Newport, OR), Siltcoos & Mayor of Nye Beach

Patricia Morford, owner and cheesemaker of Rivers Edge Chevre, has been raising dairy goats since she was eight years old. Her goats graze freely on surrounding pastures, and are treated as part of her family, still living in family units, from great, great, great grandmas down to babies. Unlike most dairies, which breed their animals yearly to promote milk production, Rivers Edge Chevre milks their does for up to four years after breeding. This extended milking period is physically easier on the animals and allows for a manageable herd size.

### **CHOCOLATE (South)**, Olive & Sinclair Chocolate Co. (Nashville, TN), Southern Artisan Chocolate Sea Salt Bar

Classically trained as a French pastry chef, Scott Witherow entered the bean-to-bar and chocolatier industry by storm, opening his Southern Artisan Chocolate house, Olive & Sinclair Chocolate Co., in September 2009. The beans for his Sea Salt Bar come from Conacado, a certified organic and fair trade cooperative in the Dominican Republic. He also helps out local brewer, Terrapin Brewery, by supplying cacao shells and nibs for their Milk Chocolate Stout, a partnership that demonstrates the synergy of local, small-scale producers working together.

### **COFFEE (Central)**, Madcap Coffee (Grand Rapids, MI), Los Lobos Costa Rica

In an attempt to bring transparency from seed to cup, Madcap Coffee annually visits the Los Lobos farm in Costa Rica during harvest and works with micro-mill farmers. Rather than transporting coffee to a few large centralized mills, the micro-mill movement utilizes small mills directly on farms so that farmers can produce and process their beans in a way that best highlights the product. For Ryan, buying the best quality green beans inherently emphasizes sustainability. Although the need for transparency is gaining ever more recognition, Ryan hopes that labeling and serving does not reduce coffee to a country name or blend but rather continues to tell the whole tale of all the hands involved.

### **PICKLES (West)**, Ceres Community Project (Sebastopol, CA), Arame & Ginger Sauerkraut Salad

The Ceres Community Project provides meals made from local organic vegetables to patients facing cancer and other life-threatening illnesses, teaches teens about preparing healthy food, and educates people about food and wellness. One example is talking to people about the connection between lacto-fermented pickles and digestive health as well as providing pickles that can be sold at an affordable price. 100% of the profits from their products come back to support the Project's charitable work with cancer patients and the community.

### **PRESERVES (South)**, Farmer's Daughter Brand (Carborro, NC), Bourbon'd Figs

In making her Fig Preserves, April McGregor works with mostly her own and her neighbors' backyard fig trees. She also sources local produce from East Carolina Organics, who work to convert tobacco farms to organic vegetable farms in North Carolina. Continuing to educate people about one-batch-at-a-time jamming and the merits of handmade products is a driving force for April and Farmer's Daughter Brand.