



## GOOD FOOD AWARDS KICKS OFF MONTH-LONG CELEBRATION BY HONORING TOP FOOD CRAFTERS FROM ACROSS THE USA

*Alice Waters to host awards ceremony recognizing the highest standards in taste and sustainability among regional food crafters nationwide, followed by public Good Food Awards Marketplace and a month of food-loving events.*

**SAN FRANCISCO, CA (JANUARY 6, 2011)** – Good Food Awards—the first national awards platform to recognize American craft food producers who excel in superior taste *and* sustainability—will kick-start a month-long celebration of good food on January 14, 2011 with an awards ceremony hosted by **ALICE WATERS** at the iconic San Francisco Ferry Building. Good Food Month will connect farmers, chefs, food crafters, thinkers, activists, and all those who appreciate and believe in tasty, authentic, responsible food. The Good Food Awards received over 780 entries from 41 states, all vying for a chance to be among the 71 winners to receive an official “Good Food Awards Seal 2011.”

The winners were selected as best in class in both taste and sustainability by a panel of 80 judges—representing leaders and innovators in the product categories of beer, charcuterie, cheese, chocolate, coffee, pickles and preserves. Among a crowd of national food heroes, journalists, and food producers, **CALEB ZIGAS** (Director of La Cocina Community Kitchen) will MC the ceremony with **ALICE WATERS**, **PETER GIULIANO** (President of the Specialty Coffee Association of America), **BRUCE AIDELLS** (author of the *Complete Book of Pork*), **JUNE TAYLOR** (June Taylor Preserves), **SANDOR KATZ** (author of *Wild Fermentation*), and **GREG ENGERT** (Food & Wine’s Beer Sommelier of the Year 2009) and more. The winners will be presented with a seal that indicates a product is exceptionally delicious while also supporting sustainability and social good. To showcase winners among the broader food-loving public, there will be a Good Food Awards Marketplace on January 15, 2011. Visitors will be invited to talk shop with the winning producers, plus taste and purchase the award-winning foods from all around the country, against the backdrop of the spectacular CUESA Saturday Farmers Market at the Ferry Building. A month of celebration will follow, with hundreds of independently organized events across the Bay Area. Events will range from farm tours and panel discussions, to workshops, tastings and pop-up shops.

“The general awareness and demand for high taste and high responsibility is becoming universal. We have been floored by the overwhelming response to the Good Food Awards from across the country,” said Sarah Weiner, Director of the Good Food Awards. “This Good Food Renaissance is not only critical to a healthy American food culture, but an exciting celebration of regional identity. We are inspired by this dynamic group of producers, and are proud to honor their hard work.”

### ABOUT GOOD FOOD AWARDS

The Good Food Awards celebrate the kind of food we all want to eat: tasty, authentic and responsible. In its inaugural year, awards will be given to winners in seven categories: beer, charcuterie, cheese, chocolate, coffee, pickles and preserves. The Good Food Awards Seal, found on winning products, assures consumers they have found something exceptionally delicious that also supports sustainability and social good.

### SPONSORS

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

### ABOUT SEEDLING PROJECTS

The Good Food Awards is 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 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 they engage the public in finding better ways to feed our communities. The collaborative approach draws upon the wealth of talent and creativity of their colleagues and community organizations.

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## OVERVIEW OF GOOD FOOD MONTH EVENTS

Find finalist bios, judging criteria, a running list of all Good Food Month event details, and much more on the Good Food Awards website. New events are being posted each day at [WWW.GOODFOODAWARDS.ORG](http://WWW.GOODFOODAWARDS.ORG).

### **JANUARY 14, 2011**

#### **GOOD FOOD AWARDS CEREMONY HOSTED BY ALICE WATERS**

**7:00PM – 10:00PM • SAN FRANCISCO FERRY BUILDING • INVITATION ONLY**

A night of celebration will honor 71 exceptional American food producers and their communities for their commitment to creating food that is tasty, authentic and responsible. Good Food Awards will be given to craft producers from all five regions of the USA in seven categories: beer, charcuterie, cheese, chocolate, coffee, pickles and preserves. For media tickets contact [hannah@seedlingproject.org](mailto:hannah@seedlingproject.org)

### **JANUARY 15, 2011**

#### **GOOD FOOD AWARDS MARKETPLACE**

**8:00AM – 2:00PM • FERRY BUILDING FARMERS MARKET (UNDER THE ARCADE)  
OPEN TO THE PUBLIC • FREE OF CHARGE**

For one day only, the Marketplace will showcase 45 of the American food producers awarded with an official Good Food Seal, against the backdrop of the CUESA Farmers Market at the San Francisco Ferry Building. Visitors can purchase directly from the producer and learn more about their process, their community and their craft.

### **JANUARY 14 - FEBRUARY 20, 2011**

#### **GOOD FOOD MONTH**

Hundreds of free and ticketed grassroots events throughout the Bay Area will celebrate responsibly produced, delicious food, connecting farmers, chefs, craft producers, and local food heroes with the local community. The month is organized into the following weeks:

### **JANUARY 17 – 23, 2011**

#### **COFFEE & CHOCOLATE WEEK**

Experience panel discussions focusing on the role of women in the bean-to-bar chocolate trade, coffee tasting workshops led by Ritual Roasters and 18 Reasons, or behind-the-scenes tours of local San Francisco chocolatiers.

### **JANUARY 24 – 30, 2011**

#### **CHEESE & PRESERVES WEEK**

A range of hands-on workshops from a cheese and preserve pairing to a kefir and yogurt making session hosted by Happy Girl Kitchen, to preserving Meyer lemons with INNA JAM.

### **JANUARY 31 – FEBRUARY 6, 2011**

#### **CHARCUTERIE & PICKLES WEEK**

Bring home the bacon tasting with a crew of bacon royalty (Black Pig Bacon, The Fatted Calf, Cochon, The Epicurean Connection), take a farm walk with Live Earth Farm, or join the pickling lab with executive chef Jake Des Voignes from Local Mission Eatery.

### **FEBRUARY 7 – 13, 2011**

#### **IMMIGRANT FOOD WEEK**

Join La Cocina for a night of celebrating, tasting, and making salsa – arguably America's favorite condiment. Or a free "good food" shopping, prepping, and tasting tutorial with Filippo Bartolotta, one of Italy's premier wine gurus and chef William Werner of Tall Tale Preserves Co at the W Hotel.

### **FEBRUARY 11 – 20, 2011**

#### **SF BEER WEEK**

The San Francisco Brewers Guild presents another exciting lineup of all things beer. SF Beer Week brings a range of experiences from beer and grilled cheese pairings to a multi-course dinner paired with organic beers.