



GOOD FOOD AWARDS ENTRY PERIOD OPENS JULY 6

Alice Waters, Ruth Reichl, Amanda Hesser and Nell Newman amongst this year's judges

San Francisco, CA (July 6, 2011) – On the heels of a successful inaugural year, Good Food Awards—the first national awards to recognize American craft food producers who excel in superior taste and sustainability—kick-starts the second year of its quest for good food. July 6th marks the official launch of a coast-to-coast call for entries of beer, charcuterie, cheese, chocolate, coffee, pickles and preserves, and (brand new category) spirits. A blind tasting with **Alice Waters, Ruth Reichl, Amanda Hesser, Merrill Stubbs, Nell Newman** and over 80 other food movement leaders will determine this year's 70 winners, who will be showcased in San Francisco at a special one-day Good Food Awards Marketplace within the iconic CUESA Ferry Plaza Farmers Market, with the support of Presenting Sponsor Whole Foods Market.

The awards are helping to fuel a national 'good food' renaissance, with both concrete business opportunities and national visibility directed at those who win a Good Food Award. First year successes include dozens of Whole Foods Market stores featuring in-store signage and displays to promote the winners, Williams Sonoma stocking several winning products in special Good Food Awards displays in 20 stores around the country, and the Ohio House of Representatives honoring its hometown winners with a resolution and ceremony.

"The Awards are a way to publically recognize the people who are not satisfied with the status quo, but continue to push their industries towards greater craftsmanship and sustainability," said Sarah Weiner, Director of the Good Food Awards. "They are food crafters from small towns and big cities who are maintaining an important piece of our cultural heritage – the food we eat – while enhancing our agricultural landscape and building strong communities."

NEW THIS YEAR: SPIRITS & THE GOLD SEAL

In further Good Food news, the awards have responded to the revival in small-scale distillation buzzing across the nation by adding a new **spirits** category. Led by values of transparency, innovation and responsible production, distillers at the frontier of America's food culture are encouraged to enter their spirits.

"There are no laws requiring spirits producers to disclose how they made their products, and what, if any, additives they have used," said Spirits committee chair Jennifer Colliau, owner of Small Hand Foods. "As consumers, we have no way of knowing what the source material is, and how it is treated during the manufacturing process. The Good Food Awards seeks to recognize small companies who are making spirits in an ethical and responsible manner, with attention paid to the ingredients and method used."

Also new this year, the Good Food Awards will be recognizing a select group of winners with a Gold Seal. While all winners are on the path towards sustainability, and far beyond where the majority of their industry lies, some of these pioneers have reached the stage of full, certified organic status while also leading on taste and social responsibility. The Good Food Awards Gold Seal will honor them for being the gold standard, and showing all of us that it can be done.

HOW TO ENTER

From **July 6, 2011 through September 1, 2011**, food producers are invited to enter in eight categories: **beer, charcuterie, cheese, chocolate, coffee, pickles, preserves, and spirits**. Winners—selected from each region of the United States—are chosen based upon meeting the sustainable production criteria of each category and excelling in the blind tasting.

To enter, submit basic product information online at **www.goodfoodawards.org** (\$35 processing fee). All products must be self-certified by the producer as meeting the category-specific criteria of social and environmental responsibility outlined on the entry form. Confirmed entrants are invited to mail samples for the blind tasting in October, and finalists participate in vetting interviews to further elaborate on how they meet the criteria.

KEY LINKS

Good Food Awards website: **www.goodfoodawards.org**
Entry Form: **http://www.goodfoodawards.org/the-awards/entry-form/**

ABOUT GOOD FOOD AWARDS

The Good Food Awards celebrate the kind of food we all want to eat: tasty, authentic, and responsible. Now, in its second year, awards will be given to winners in eight categories: beer, charcuterie, cheese, chocolate, coffee, pickles, preserves and spirits. The Good Food Awards Seal, found on winning products, assures consumers they have found something exceptionally delicious that also supports sustainability and social good. The Good Food Awards Gold Standard designates winning products as certified organic and sustainably produced.

Good Food Award winners will be announced on January 13, 2012, at a ceremony at San Francisco's iconic **Ferry Building**, which brings winners and their families together with the nation's leading chefs, buyers, food movement leaders, media, and food writers. On January 14, 2012, Good Food Award-winning products are showcased at a 15,000-person public marketplace in collaboration with the San Francisco Ferry Building's CUESA market.

Winners also receive a Good Food Awards seal to place on their product and connections to a network of national buyers who seek out foods that meet the holistic Good Food Awards criteria. Find more information at: **www.goodfoodawards.org**

ABOUT SEEDLING PROJECTS

The Good Food Awards is a not for profit project organized by Seedling Projects in collaboration with a broad community of food producers, chefs, food writers and passionate food-lovers. Seedling Projects is 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 it engages the public in finding better ways to feed our communities. Find more information at: **www.seedlingprojects.org**

MEDIA CONTACTS

Emily Collins
CORDIAL Rx
707-318-3124
emily@cordialco.com