



FOR IMMEDIATE RELEASE

[www.goodfoodawards.org](http://www.goodfoodawards.org)

For further information or interview requests, please contact:

**Seedling Projects: 415.796.3713**

**Emily, [info@seedlingprojects.org](mailto:info@seedlingprojects.org)**

**[www.goodfoodawards.org](http://www.goodfoodawards.org)**

## *Calling all food producers!*

**The Good Food Awards** will salute food producers making exceptional products that support people, the planet, and the pleasure of good taste.

**SAN FRANCISCO, CA – Aug 2, 2010** – San Francisco-based Seedling Projects today announced the launch of the Good Food Awards—a nationwide annual award that will build on Americans’ growing interest in the sourcing and production practices behind their food, while answering the most important question we ask when choosing what to eat: Does it taste good? When consumers see the Good Food Awards seal in their grocery store, they know the answer is: Yes! And that their dollars are supporting food that is responsibly and sustainably produced.

Director Sarah Weiner says: “The Awards recognize that truly good food—the kind that brings people together and builds strong, healthy communities—must be both tasty and responsibly produced. So many incredible food producers, chefs, grocers, food writers, farmers and passionate food lovers are already involved in creating the Good Food Awards—we can’t wait to meet the first group of winners.”

### **HOW TO ENTER**

From today through September 15, 2010, food producers are invited to submit their goods for blind tasting in seven food categories: cheese, preserves, chocolate, coffee, charcuterie, pickles and beer. Over 80 chefs, food writers and food producers will sit on the judging panels, including **Ruth Reichl**, **Nell Newman**, **Paul Bertolli**, editors from **Sunset Magazine**, **The San Francisco Chronicle** and **Chow.com**, and chefs from **Chez Panisse**.

We are seeking products from all states in all food categories—three finalists will be awarded and one overall winner will be selected from each regions of the United States for each food category.

To enter, basic product information must be submitted through the Good Food Awards website: [www.goodfoodawards.org](http://www.goodfoodawards.org) (\$10 processing fee). All products must be self-certified by the producer as meeting the criteria of social and environmental responsibility outlined on the form. Confirmed entrants will be invited to mail samples for the blind tasting.

### **AWARDS CEREMONY & PUBLIC MARKETPLACE**

Good Food Award winners will be announced on January 14, 2011, at an evening event for the food industry hosted by **Alice Waters** at San Francisco’s iconic **Ferry Building**. On January 15, 2011, all Good Food Award-winning products will be showcased at a public marketplace tasting.

Winners will receive a Good Food Awards seal to place on their product, an invitation to participate in the ceremony and marketplace tasting, and connections to a network of national buyers who seek out foods that meet the holistic Good Food Awards criteria.

### **ABOUT SEEDLING PROJECTS**

Seedling Projects is a California-based L3C created as a ‘do tank’ for the food movement. It is led by Sarah Weiner and Dominic Phillips, who first met as the Content Director and Executive Producer of Slow Food Nation. Seedling Projects is working with committees of leading food artisans, writers and chefs to develop the Good Food Awards.