



GOOD FOOD AWARDS SOUNDS LAST CALL FOR ENTRIES!

Final week for submissions to find America's next crop of craft food heroes; partnerships with Whole Foods and Gilt Taste, plans for a national Roadshow, and star-studded judging panel provide real exposure for entrants.

San Francisco, CA (August 26, 2011) – Good Food Awards—the first national awards platform to recognize American craft food producers who excel in superior taste and sustainability—announces its last call for nationwide entries, with just one week remaining before the **September 1st deadline**. Now is the time to shine the spotlight on your favorite food producers by encouraging them to join the celebration and stake their claim as artisan food heroes. More than eighty judges, including Alice Waters, Michael Pollan, Ruth Reichl and Amanda Hesser, will taste these entries in eight categories (beer, charcuterie, cheese, chocolate, coffee, pickles, preserves and spirits) on October 9th, 2011 in San Francisco.

“Entries have been streaming in from across the country, from Kansas to Montana to Alaska, from tomato jam to rabbit pate to tarragon vodka,” said Sarah Weiner, Director of the Good Food Awards. “It is thrilling to see so many producers from such diverse parts of the country incorporating social and environmental sustainability into their brewing, roasting, distilling, pickling and preserving.”

REAL BUSINESS BENEFITS FOR PARTICIPANTS

In its second year, the Good Food Awards has built strong partnerships with likeminded companies and organizations, ready to promote winners for their distinguished taste, quality and sustainable practices. Whole Foods Market, now officially partnered with the Good Food Awards in the Southwest, Northeast and Northern California regions, will support the winners with special events and in-store displays. Gilt Taste will create a Good Food Awards e-store in 2012, supported by original editorial content in the form of stories and video, to sell winning products to their robust online audience. Treehugger's Green Wine Guide will feature winners in its recipes, which reach an audience of tens of millions of visitors each month. Foodzie will be documenting the Good Food Awards process on their blog and highlighting winners. In addition, online marketplace FoodHub, wholesale catalog Buyers Best Friend, and online retailer FoodShed will create special Good Food Awards portals for wholesale buyers, restaurants and consumers to discover and buy these distinguished products.

NEW THIS YEAR: ROADSHOW TO VISIT AUSTIN (October 28-30) and NYC (November 11-13)

The Good Food Roadshow is a series of traveling events designed as a rallying call for redefining good food and supporting winners in building thriving businesses and becoming champions of a sustainable food system. As the Roadshow grows, one city in each of the five Good Food Awards regions will be chosen as a stop on the tour. Austin in the South and New York City in the East will kick things off this Fall, with celebratory dinners featuring Good Food Award-winning producers, retailer-producer community building events and a press conference where the 2012 Finalists are announced and tasted.

HOW TO ENTER

Through **September 1, 2011**, food producers are invited to enter in eight categories: **beer, charcuterie, cheese, chocolate, coffee, pickles, preserves and spirits**. The on line entry form can be found at www.goodfoodawards.org and requires basic product information (\$35 processing fee) and a self-certification to meeting the category-specific criteria outlined on the entry form. Winners—selected from each region of the United States—are chosen by the judges for excelling in the blind tasting. Entrants are invited to mail samples for the blind tasting on October 9th, 2011, and finalists participate in vetting interviews to further elaborate on how they meet the criteria.

SPONSORS

The Good Food Awards would not be possible without the generous support of its many partners. We would like to specially thank the Good Food Awards Presenting Sponsors Whole Foods and Gilt Taste, as well as Williams Sonoma and Bi-Rite Market.

KEY DATES

Official Blind Tasting: October 9, 2011

Good Food Awards Roadshow 2011:

Austin, October 28-30 & NYC, November 11-13

Finalist Announcement: November 11, 2011

Winner Announcement: January 13, 2012

KEY LINKS

Good Food Awards website: www.goodfoodawards.org

Entry Form: <http://www.goodfoodawards.org/the-awards/entry-form/>

Gallery: <http://bit.ly/GFphotos>

Blog: www.goodfoodawards.org/blog

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 Seal is bestowed on those winning products which are also using 100% certified ingredients.

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 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

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GOOD FOOD AWARDS BLIND TASTING JUDGES

BEER

Daniel Capra, Head Chef at Paula Le Duc Fine Catering
Gwen Conley, Quality Assurance Director at Port Brewing Company
Megan Flynn, Publisher and Editor-in-Chief for Beer West Magazine
Michelle Fuerst, Pickles Curator for Slow Food Nation
Johanna Kramer, Author and Blogger of Durham Foodie
Cal Peternell, Head Chef at the Chez Panisse Café
Michael Pollan, Author of The Omnivore's Dilemma
Matt Brynildson, Brewmaster at Firestone Walker Brewing
Sean Paxton, Chef of Homebrew Chef
Dr. Bill Sysak, Beverage Supervisor at Stone World Bistro

CHARCUTERIE

Bruce Aidells, Cookbook Author, Bruce Aidells's Complete Book of Pork
Cary Bernstein, Architect of Slow Food Nation's Charcuterie Pavillion
Jamie Bissonnette, Chef and Co-owner of Coppa
David Budworth, "Dave the Butcher" at Avedano's and Marina Meats
Christian Caiazzo, Owner of Osteria Stellina
Tanya Cauthen, Founder of Belmont Butcher
Brenda Crow, Founder of FoodShed
John Fink, Chef and Proprietor at The Whole Beast
Marcia Gagliardi, the Tablehopper
Marissa Guggiana, Author of Primal Cuts and Off the Menu
Tia Harrison, Co-Owner of Avedano's and Sociale
Amanda Hesser, Co-Founder of Food52
Christopher Lee, former Head Chef at EccoLo
Brady Lowe, Founder of Cochon555
Carrie Oliver, Founder of Oliver Ranch
Berlin Reed, Butcher, Chef and Writer behind The Ethical Butcher
Aaron Rocchino, Owner of The Local Butcher Shop
Daniella Sawaya, Mobile Food Manager for La Cocina

CHEESE

Dino Borri, Buyer for Eataly
Sarah Dvorak, Founder and Cheesemonger of Mission Cheese
Gordon Edgar, Cheesemonger for Rainbow Grocery
Anya Fernald, Director of Live Culture Co.
Aaron French, Eco-Chef for The Sunny Side Cafe
Nikki Hendersen, Executive Director of People's Grocery
Sam Mogannam, Owner of Bi-Rite Market and Author of Eat Good Food
Jennifer Pelka, Managing Editor of Gilt Taste
David Prior, Communications Director of the Chez Panisse Foundation
Tracey Ryder, Founder of Edible Communities
Anthea Stoltz, Head Cheesemonger for Bi-Rite Market
Margo True, Food Editor of Sunset Magazine
Laura Werlin, Author of The New American Cheese
Penni Wisner, Author and Kitchen Coach
Clark Wolf, Author of American Cheeses
Daphne Zepos, Author and Cheese Advocate at Essex Cheese

CHOCOLATE

Tara Duggan, Food and Wine Writer for the SF Chronicle
Gary Guittard, Owner of Guittard Chocolates
Alice Medrich, Three-time James Beard and IACP "Cookbook of the Year" Awards Winner
Michael Recchiuti, Owner of Recchiuti Confections
John Scharffenberger, Co-founder of Scharffen Berger Chocolate
Adam Smith, Owner of Fog City News

COFFEE

Tracy Allen, Founder and CEO of Brewed Behavior
Andrew Barnett, Founder of Ecco Caffè
Aleco Chigounis, Green Coffee Buyer for Stumptown Coffee Roasters
Peter Giuliano, Director of Coffee at Counter Culture Coffee
Mie Hansen, Green Coffee Buyer for 49th Parallel Roasters
George Howell, Founder & President of Terroir Coffee Company
Ben Kaminsky, Director of Quality Control for Ritual Coffee Roasters
Tony Konecny, Founder of tonx.org
Jason Long, Green Coffee Buyer for Café Imports
Edwin Martinez, Producer for Finca Vista Hermosa in Guatemala
Anette Moldvaer, World Taster's Cup Champion from Square Mile Coffee
Tal Mor, Head Roaster of Four Barrel Coffee
Geoff Watts, Vice President of Coffee for Intelligentsia Coffee

PICKLES

Nick Balla, Head Chef at Bar Tartine
Jennifer Fukui, Buyer for Gilt Taste
Brad Koester, Founder and Master Pickler at Boozely Pickles and Preserves
Dafna Kory, Founder of INNA Jam
Jane Goldman, Editor-in-Chief at Chow.com
Dava Guthmiller, CEO and Creative Director at Noise 13
Erica Holland-Toll, Executive Chef at Prather Meat Company - American Eatery
Peter Jacobsen, Orchardist for the French Laundry
Aaron London, Executive Chef at Ubuntu
Allison McQuade, Owner of McQuade's Celtic Chutneys
Barton Seaver, National Geographic Fellow and Sustainable Fish Expert
Merill Stubbs, Co-founder of Food52
Amber Turpin, Restaurant Critic and former columnist for Santa Cruz Weekly

PRESERVES

Vanessa Barrington, Author of DIY Delicious and Heirloom Beans
Case Fischer, CEO & President of Fischer & Wieser Specialty Foods, Inc.
Kitty Greenwald, "Slow Food Fast" columnist for the Wall Street Journal
Casey Havre, Founder of Loulou's Garden
Deborah Kane, Vice President of Food and Farms at Ecotrust
Corey Lee, Owner of Benu
Nell Newman, Founder of Newman's Own Organics
Samin Nosrat, Cook, Writer and Co-Founder of Pop Up General Store
Emily Olson, Co-Founder of Foodzie.com
Ruth Reichl, Founder of Gilt Taste and Former Editor-in-Chief of Gourmet
Amaryll Schwertner, Owner and Chef of Boullette's Larder
Bryant Terry, Author of Grub and Vegan Soul Kitchen
Jessica Theroux, Author of Cooking with Italian Grandmothers
Alice Waters, Founder of Chez Panisse and the Edible Schoolyard
Wendy Weiden, Food Consultant and Former Buyer for Williams Sonoma
Ann Yonkers, Co-Director FRESHFARM Markets

SPIRITS

Erik Adkins, Bar Manager at Slanted Door
Konrad Bouffard, Owner of Round Rock Honey
Scott Beattie, Bar Manager at Spoonbar and Author of Artisanal Cocktails
Martin Cate, Owner of Smuggler's Cove
Jennifer Colliau, Owner of Small Hand Foods
David Driscoll, Spirits Buyer for K&L Wines
Camper English, Spirits Writer for Alcademics Blog
Dennis Lapuyade, Manager of Trattoria Corso
Adam Rogers, Senior Editor of Wired Magazine
Adam Sah, Co-Owner of Buyer's Best Friend
Jennifer Seidman, Owner of Acme Bar
Aaron Gregory Smith, Owner of 15 Romolo
Thad Vogler, Owner of Bar Agricole