



Media Release

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San Mateo County "As Fresh as it Gets" Winners Announced Businesses Recognized for Fresh, Local Fare

Sixty-Eight local caterers, restaurants, hotels, florists and companies were recognized in the annual San Mateo County: As Fresh as it Gets awards ceremony on June 21. The awards program is the culmination of outreach efforts by the San Mateo County/Silicon Valley Convention & Visitors Bureau and the San Mateo County Farm Bureau, in cooperation with the San Mateo County Harbor District. This year's efforts have, once again, been generously underwritten by the San Mateo County Department of Agriculture.

The annual awards event was held at Hiller Aviation Museum, with several winners, brewers and wineries represented. Guests were given As Fresh as it Gets grocery bags to remind them to look for the logo identifying fresh, locally produced products.

The As Fresh as it Gets Program was begun in 2005 as a partnership of the Convention & Visitors Bureau and the Farm Bureau, in cooperation with the San Mateo County Harbor District. The purpose of the program was to boost support of local farmers, fishermen, wine makers and brewers, rewarding restaurants that go out of their way to buy and serve fresh local products. "We started out wanting to promote our amazing, fresh, local food to visitors, and have expanded the outreach to residents, as well, over the years. We think people's awareness has definitely been raised" said Convention and Visitors Bureau CEO Anne LeClair. "We have some great partners in this effort and all pull together to promote our local products."

Every year since the program's inception, the Convention & Visitors Bureau and Farm Bureau have reached out to local chefs and restaurants owners, giving them a seasonal product calendar and lists of people and locations selling the products. Restaurants and companies with onsite food operations are also sent applications for the award and asked to list the local products they buy, where they buy them

and how they incorporate them into their menus. The Convention & Visitors Bureau also contacted local growers to determine which restaurants and businesses are buying and serving their products, forwarding award applications to the places named as buyers.

This year, 16 establishments earned the platinum award, 10 earned gold, and 35 were awarded the traditional award. In addition, three corporate catering awards and four awards for florists were given.

Winners were given award plaques and each winning restaurant owner or manager an embroidered polo shirt designating him as a winner. Commendations were presented from Congress, the San Mateo County Board of Supervisors, State Senator Jerry Hill, Assembly Members Kevin Mullin and Mark Berman and various city councils. The awards were presented by CVB Chair Marty Cerles, General Manager of the Crowne Plaza SFO and Lighthouse Hotel in Pacifica.

In addition to the regular As Fresh as it Gets award, there are two additional award levels: gold and platinum. The level of the award is based upon how many of the establishment's foods are local, whether or not the farm/provider is mentioned on the menu and whether local wines and/or beers are served.

Owners, managers and chefs from the winning restaurants and others are invited on a farm tour once a year to meet the growers, fishermen, nurserymen and wine and beer makers. The goal is that they will forge relationships and buy directly from the people they meet on the tour.

While winners are recognized formally only once a year, businesses may apply, qualify and receive a plaque for display at any time during the year. ###

A list of winners is attached.

The San Mateo County As Fresh as it Gets program is operated by the San Mateo County/Silicon Valley Convention & Visitors Bureau and San Mateo County Farm Bureau, in cooperation with the Harbor District and with the support of the San Mateo County Department of Agriculture. For more information on healthy, locally produced foods, local growers and farmers' markets, visit www.freshasitgets.com.

Kids Menu Award Winners:

- **It's Italia in Half Moon Bay**
- **Sam's Chowder in Half Moon Bay and Palo Alto**
- **Town in San Carlos**
- **Café Gilbratar in El Granada**
- **Coastanoa Casacade Bar and Grill in Pescadero**
- **Half Moon Bay Brewing Company in Half Moon Bay**
- **Swiftwater Café (Hyatt SFO) in Burlingame**
- **Childcare Centers at Google in Mountain View**
- **37th North (DoubleTree by Hilton SFO) in Burlingame**
- **Chez Shea in Half Moon Bay**
- **Highway 1 Brewing Company in Pescadero**
- **Miramar Beach Restaurant in Half Moon Bay**
- **Osteria Coppa in San Mateo**
- **Piacere in San Carlos**
- **Que Se Raw Se Raw in Burlingame**
- **Bay Watch Restaurant in San Mateo**
- **Jougert Bar in Burlingame**
- **Donato Enoteca in Redwood City**
- **Sam's Chowder House in Half Moon Bay**
- **Princeton Seafood Company in Half Moon Bay**