

Snail of Approval



Slow Food DC

Media Kit



ABOUT OUR CONVIVIUM

Slow Food is a global, grassroots organization with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment. The Slow Food DC chapter represents the National Capital Region, including Washington, DC, Virginia and Maryland. As a community we promote and celebrate local, seasonal, and sustainable food sources; work to preserve the culinary traditions of the region's ethnically and culturally diverse populations; and support the right of all people to enjoy good, clean, fair food.

We organize volunteer activities, dinners, tastings, tours, lectures, and community outreach events providing Slow Food DC members an opportunity to explore the richness of our region's culinary heritage. It is our goal to connect our eaters with the biodiverse and sustainable food producers, as well as increase public awareness of the slow food philosophy.

OUR COMMUNITY

The Slow Food DC chapter is run by an all volunteer board elected by the members. The chapter is led by co-chairs Shelu Patel (shelu@slowfooddc.org) and Sarah McKinley (sarah@slowfooddc.org). As of January 31, 2015:

2,575 receive our monthly newsletter

2,000 Facebook likes, www.facebook.com/slowfooddc

3,907 followers on Twitter, www.twitter.com/slowfooddc

Become a member today and one third of your Slow Food USA membership dues will support your local chapter, Slow Food DC www.slowfoodusa.org/local.

OUR SPONSORS

Slow Food DC is honored to work with a number of sponsors to bring you the Snail of Approval Reception. Sponsors are recognized on the event page, onsite print signage, and social media.

For more information, contact Shelu Patel at shelu@slowfooddc.org.

A special thanks to our 2015 sponsors



For more information, visit slowfooddc.org or email us at info@slowfooddc.org



ABOUT US

The **Snail of Approval** is Slow Food DC's way of recognizing the providers that are making significant contributions to the transformation of our food system. In order to help guide DC patrons and visitors to food that is good, clean and fair, Slow Food DC will award the **Snail of Approval** to those artisans, eateries and farmers who contribute to the **quality, authenticity, and sustainability** of the food we eat and the beverages we drink in the City of Washington, DC and surrounding areas.

OUR AIM



RECOGNIZE AND CELEBRATE EATERIES AND ARTISANS WHO CONTRIBUTE TO GOOD, CLEAN, FAIR FOOD



SPREAD AWARENESS OF THE SLOW FOOD PHILOSOPHY AND THE ESTABLISHMENTS THAT SUPPORT IT

THE NATIONAL CAPITAL REGION

With a population of almost **six million**, the National Capital Region is the seventh largest metropolitan area in the country. The area is the most educated and most affluent metropolitan area in the United States, with 7 of the top 10 wealthiest counties in the nation. Yet one in three children in the region lives below the poverty line.

The population of the metropolitan area is diverse, with with 50% African-American or Black, 35% Non-Hispanic White, 9% Hispanic or Latino, 3.5% Asian and 3% Mixed and Other.

There are over **2,500 eating and drinking establishments** in the District of Columbia. More than **53,000** Washingtonians are employed in restaurant and foodservice jobs. Maryland and Virginia have **232,700** and **348,100** restaurant and foodservice employees, respectively.

There are almost **10 million acres** of farmland in Maryland and Virginia, with **2 million** in Maryland and almost **8 million** in Virginia. Maryland's average farm is **160 acres**, and there are **12,800 farms** in the state. Virginia's average farm is **171 acres**, and the state boasts **46,400 farms**. Yet, **only %1.27** of the National Capital Region's farm acreage produced vegetables. Over **half** of acreage is used to grow hay, while the rest is split between grain corn and soybeans.

Slow Food DC is working to transform our food system into one that is good, clean, and fair.

Sources:

ers.usda.gov, usda.gov, agcensus.usda.gov, chesapeakebay.net, restaurant.org, nationalcapitalfarms.org, wikipedia.org



RECIPIENTS OF SLOW FOOD DC SNAIL OF APPROVAL:



- | | | |
|--|--|--|
| # 2Amys Neapolitan Pizzeria
3 Stars Brewing Company
8407 kitchen bar | G Glen's Garden Market
Graffiatto
Gravel Springs Farm*
Green Hat Gin (New
Columbia Distillers LLC)
Green Pig Bistro | Q The Queen Vic |
| A Al Tiramisu
The Atlas Room | | R Radius Pizza
Radix Farm
Rappahannock Oyster Co.
Red Apron Butchery
Relay Foods
The Restaurant at
Patowmack Farm
Restaurant Eve
Restaurant Nora
Ricciuti's
Ripple
RIS
Rocklands Farm |
| B Barrel Oak Winery
Beuchert's Saloon
Birch & Barley
Bistro Bohem
BlackSalt Restaurant
Bon Vivant Company
Boundary Road*
Buck's Fishing & Camping
Bull Run Mountain Farm
Busboys and Poets | H Härth
Heritage Hollow Farms*
Hometown Harvest
Hunter's Head Tavern | S Sandy Spring CSA
Seasonal Pantry
Simply Sausage*
Smith Meadows
Smucker Farms of Lancaster
County
Sona Creamery*
Sonoma Restaurant & Wine
Bar
South Mountain Creamery
Soupergirl
Stachowski Market & Deli
Sweetgreen |
| C Chrysalis Vineyards
Clyde's Willow Creek
Coppi's Organic*
Crossroads Farmers Market
Cultured Frozen Yogurt | J Jackson 20 Tavern | T Three Little Pigs Charcuterie
& Salumi
Tree and Leaf Farm*
Tuscarora Mill |
| D DC Brau
Deauville Fallow Deer Farm
Dino
Distillery Lane Ciderworks
Dolcezza Artisanal Gelato | K Kapnos*
Kegotank Farms | V Vermilion
Vigilante Coffee Company
Volt |
| E ECO City Farms
EcoFriendly Foods
Equinox
Evening Star Café | L La Fromagerie*
Level
Longview Farms
Lot 12 Public House | W Washington's Green Grocer
Wangari Gardens*
Waterpenny Farms*
The Wine Kitchen |
| F FireFly Farms Creamery &
Market
Firefly
Fisher Farm
FRESHFARM Markets
From the Farmer* | M The Majestic
Maple Ave Restaurant
Maple Restaurant
Market Burger*
Market Table Bistro
Meridian Pint
Miriam's Kitchen*
Mockingbird Hill*
Mom's Apple Pie
Mom's Organic Market
Moorenko's | Z Zenful Bites* |
| | N Northern Valley Pastoral
Guild | |
| | O Olin-Fox Farms CSA
Olio*
Open Kitchen | |
| | P P&C Market
P. A. Bowen Farmstead
Panorama at the Peak
The Pig
Port City Brewing
Company*
Policy Restaurant and
Lounge
Prickly Pear Produce* | |



*These establishments are first time recipients of the Snail of Approval in 2015



CRITERIA

Slow Food DC awards the Snail of Approval to those eateries, artisans and farmers who contribute to the **Quality, Authenticity** and **Sustainability** of the food we eat and the beverages we drink in the Washington, DC metro area.

QUALITY

Quality is fundamental—**food must taste good and be good for us**. Quality includes: the freshness and wholesomeness of ingredients; the care and craft with which they are handled; the quality of life of consumers, producers and their neighbors. It is a standard of Quality based on food that is good, clean and fair.

AUTHENTICITY

Authenticity means that the **food is true to its source**. Natural products free of additives are true to themselves; local, seasonal foods are true to their time and place; heirloom varieties and heritage breeds are true to their evolutionary history; traditional foods are true to their cultural heritage. Authentic foods come from and contribute to ecological and cultural systems that are good, clean and fair.

SUSTAINABILITY

Sustainability means that **we must pay attention to the consequences of how we produce and distribute food**. We must be good stewards of the environment in which we live; we must protect the biodiversity on which we depend; we must be humane to the animals we raise, fair to the people we employ, and we must insist that high quality food be available to all. Sustainability means reducing all the negative consequences of making food – it means using processes that are good, clean and fair.

PROCEDURES

Anyone may nominate any food or beverage provider that serves the DC community, and that contributes to the Quality, Authenticity, and Sustainability of our food supply, by filling out and submitting the SFDC Snail of Approval nomination form on the SFDC website; the Snail of Approval Committee will vet the nominees and follow up with each nominee; the Committee will then select the recipients. Recipients will receive Snail of Approval decal(s) to be displayed, and will be listed, along with a description of their products and services, on the Snail of Approval page of the SFDC website.

