



A 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](mailto:shelu@slowfooddc.org)) and Rob Iera ([rob@slowfooddc.org](mailto:rob@slowfooddc.org)).

As of January 31, 2017:

- 3,000 receive our monthly newsletter
- 2,400 Facebook likes, [www.facebook.com/slowfooddc](http://www.facebook.com/slowfooddc)
- 4,500 followers on Twitter, [www.twitter.com/slowfooddc](http://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](http://www.slowfoodusa.org).

## 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](mailto:shelu@slowfooddc.org).

A special thanks to our 2016 sponsors





## ABOUT US

The Snail of Approval is Slow Food DC's way of recognizing the food-related providers that are making significant contributions to the transformation of our food system to one that is good, clean, and fair. 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 and eateries 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.

# Recipients of Slow Food DC Snail of Approval

- #** 2Amys Neapolitan Pizzeria  
3 Stars Brewing Company  
100 Bowls of Soup\*  
8407 kitchen bar
- A** Al Tiramisu  
The Atlas Room  
Atwater's\*
- B** Barrel Oak Winery  
Beuchert's Saloon  
Big Bear Café\*  
Birch & Barley  
Bistro Bohem  
Black Salt Restaurant  
Blue Duck Tavern\*  
Bon Vivant Company  
Boundary Road  
Buck's Fishing & Camping  
Bull Run Mountain Farm  
Busboys and Poets
- C** Catoctin Creek Distilling Company\*  
Chrysalis Vineyards  
Clyde's Willow Creek  
Coppi's Organic  
Crossroads Farmers Market  
Cultivate the City\*  
Cultured Frozen Yogurt
- D** The Dabney\*  
DC Brau  
Deauville Fallow Deer Farm  
Denizens Brewing Co.\*  
Dino  
Distillery Lane Ciderworks  
Dolcezza Artisanal Gelato
- E** ECO City Farms  
EcoFriendly Foods  
Equinox  
Evening Star Café
- F** FireFly Farms Creamery & Market  
Firefly  
Fisher Farm  
FRESHFARM Markets  
From the Farmer
- G** Garrison\*  
Glen's Garden Market  
Graffiatto  
Green Hat Gin  
Green Pig Bistro
- H** Härth  
Heritage Hollow Farms  
HEX Ferments\*  
Hometown Harvest  
Hunter's Head Tavern
- I** Ice Cream Jubilee\*
- J** Jackson 20 Tavern
- K** Kapnos  
Kegotank Farms
- L** La Fromagerie  
L'Auberge Chez François\*  
Level  
Longview Farms  
Lot 12 Public House
- M** The Majestic  
Maple Ave Restaurant  
Maple Restaurant  
Market Burger  
Market Table Bistro  
Meridian Pint  
Miriam's Kitchen  
Mockingbird Hill  
Mom's Apple Pie  
Mycolumbia Mushrooms\*  
Mom's Organic Market  
Moorenko's
- N** Northern Valley Pastoral Guild  
Number 1 sons\*
- O** Olio
- P** Pansaari\*  
P&C Market  
P. A. Bowen Farmstead  
The Pig  
Port City Brewing Company  
Policy Restaurant and Lounge
- Q** The Queen Vic
- R** Radix Farm  
Rappahannock Oyster Co.  
Red Apron Butchery  
The Restaurant at Patowmack Farm  
Restaurant Eve  
Restaurant Nora  
Ricciuti's  
Ripple  
RIS  
Rocklands Farm
- S** Sandy Spring CSA  
Seasonal Pantry  
Seasons Olive Oil & Vinegar Taproom\*  
Simply Sausage  
Shepherd's Whey Creamery\*  
Smith Meadows  
Smucker Farms of Lancaster County  
Sonoma Restaurant & Wine Bar  
South Mountain Creamery  
Soupergirl  
Stachowski Market & Deli  
Stomping Ground\*  
sweetgreen
- T** Timber Pizza Company\*  
Tree and Leaf Farm  
Tuscarora Mill
- U** Urbana\*
- V** Vermilion  
Vigilante Coffee Company  
Volt
- W** Washington's Green Grocer  
Wangari Gardens  
Waterpenny Farms  
The Wine Kitchen
- Z** Zenful Bites





## 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.