



2020 INDUSTRY IMPACT REPORT

CONSULTING REPORT BY:
BUSINESS RESEARCH DIVISION
LEEDS SCHOOL OF BUSINESS
UNIVERSITY OF COLORADO BOULDER

CHEF'S FOREWORD

**OUR RESTAURANT GROUP WAS
BUILT ON A MISSION TO CREATE
AND SUSTAIN A THRIVING
COMPANY CULTURE THROUGH
EXCEPTIONAL CULINARY
EXPERIENCES.**



We know that to get there, integrity in our purchasing decisions is a cornerstone. Good food is the most powerful tool we can use to achieve our mission and help secure a better food future beyond our restaurants.

We participate in the Good Food 100 Restaurants because we truly believe that we can make a difference in our community by demonstrating conscientious purchasing, waste reduction,

innovative employee benefits and local philanthropic work. It is our vision to blaze the trail for sustainable livelihood, and build a better restaurant industry by leading through example. The Good Food 100 is the concrete measurement that we need to uphold these values that are so important to our industry and our business.

We know these are unprecedented times and the future is uncertain for all of us. We will remain steadfast in our commitment to purchase with integrity and put good food on the table. We encourage everyone in the culinary community to do the same. By supporting local farmers, purveyors, artisans and more, we can and we will have a positive impact all along the food chain, allowing our rich culinary culture to thrive.

**KATIE BUTTON
EXECUTIVE CHEF & CEO
KATIE BUTTON RESTAURANTS**



This year has shown how important all of our decisions are. We cannot have healthy businesses if we do not co-exist in a healthy community. How we treat our employees and where our food comes from are vital pieces of that puzzle.

— FIORE TEDESCO, L'OCA D'ORO
[SOUTHWEST REGION]



LETTER FROM OUR CO-FOUNDER AND PRESIDENT

**THE CULINARY COMMUNITY HAS
EXPERIENCED CHALLENGES LIKE
NEVER BEFORE. WITH THAT COMES
AN OPPORTUNITY FOR MEANINGFUL
ACTION AND CHANGE.**



There are almost no words to describe the year the restaurant industry has experienced. As a society, culture and industry, we've grappled with an unprecedented pandemic and reckoned with inequality and racial injustice. This year has been devastating, yet empowering. We've watched many in the culinary community shutter, and many forced to pivot their business models in order to survive.

We've seen the industry find new ways to bring good food to the table and support voices that have been underserved and underrepresented for far too long.

As we shared at the start of the pandemic, we believe that once this crisis passes, there is an opportunity that more people (including policymakers) will realize we're all connected: **no one link in the food chain can be healthy until every link in the food chain is healthy.**

We're proud to have many returning restaurants on this list and welcome new ones into our good food community, as we all continue to support the mission that for food to be truly good, it must be good for all. In 2020, a total of 131 restaurants from around the United States participated in the fourth annual Good Food 100 Restaurants. The survey found that overall, the economic contribution of food purchases by the participating restaurants totaled \$264.5 million in 2019, of which \$208.2 million in economic benefits was derived from good food purchases.

The Good Food Media Network will continue to be here to tell your stories and share your impact. As always we appreciate your support.

SARA BRITO
CO-FOUNDER/PRESIDENT
GOOD FOOD MEDIA NETWORK, A 501(C)(3) NONPROFIT

TABLE OF CONTENTS

About	7
Year in Review	9
Media Coverage	15
2020 List and Economic Analysis Summary	16
Supporters	29
Leadership	30

ABOUT

A program of the Good Food Media Network (GFMN), **THE GOOD FOOD 100 RESTAURANTS™** is an annual list and industry impact report designed to educate eaters and celebrate restaurants—fast casual to fine dining to food service—for being transparent with their business practices, and using their purchasing power to honor and support every link in the food chain. GFMN contracts with the Business Research Division Leeds School of Business, University of Colorado Boulder to survey and analyze restaurants' food purchasing data and educate consumers about the people and businesses that are impacting the economy through sustainable sourcing of goods. Survey results provided data, verified by NSF, for an economic contribution analysis.



“

We have been participating in the Good Food 100 Restaurants for the last few years, and we really believe that teaming up with like-minded people is a great way to lead by example. Showing other restaurants that you can make smart, sustainable food choices, and still have a successful business.

**— RENEE ERICKSON, EAT SEA CREATURES
FAMILY OF RESTAURANTS [FAR WEST REGION]**

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YEAR IN REVIEW



Eat. Drink. Think. #SaveGoodFood Virtual Dinner Discussions

The Good Food Media Network was proud to host a series of virtual dinner events: Eat. Drink. Think. #SaveGoodFood.

Moderated by Good Food Media Network co-founder and president Sara Brito, the series brought together chefs featured on the Good Food 100 Restaurants list, along with farmers and purveyors from the Good Food Farmer & Purveyor Guide, for thematic conversations on how to save good food in a post-COVID-19 world.

Colorado poet laureate and cultural worker Bobby LeFebre delivered a beautiful invocation, welcoming everyone to the table.

Thank you to all of our featured speakers:

SAVE GOOD MEAT

Chef Rick Bayless, Frontera Grill
CHICAGO

Chef Paul Reilly, Beast + Bottle,
Coperta **DENVER**

Farmer — Greg Gunthorp, Gunthorp Farms
Purveyor — Chris Oliviero, Niman Ranch

SAVE GOOD SEAFOOD

Chef Renee Erickson, Westward **SEATTLE**

Chef Jennifer Jasinski, Bistro Vendôme,
Rioja, Stoic & Genuine, Ultreia **DENVER**

Chef Mike Lata, FIG, The Ordinary
CHARLESTON

Farmer — Adam James, Hama Hama Oysters
Purveyor — Derek Figueroa, Seattle Fish Co.

SAVE GOOD FRUIT & VEGGIES

Chef Caroline Glover, Annette **DENVER**

Chef Steven Satterfield, Miller Union **ATLANTA**

Chef Maricela Vega, 8 Arm **ATLANTA**

SAVE GOOD DAIRY

Chef Alex Seidel, Fruition, Mercantile Dining &
Provision **DENVER**

Chef David LeFevre, MB Post, Fishing With
Dynamite, The Arthur J **LOS ANGELES**

Industry Expert — Sheri Allen, Certified Cheese
Professional

Purveyor — Greg O'Neill, Co-Founder, Victory Cheese

SAVE GOOD GRAIN

Chef Katie Button, Cúrate **ASHEVILLE, NC**

Chef Kelly Whitaker, Basta **BOULDER / DENVER**

Purveyor — James Brown, Barton
Springs Mill **AUSTIN**

Baker — Betsy Gonzalez, Osono Bread **ATLANTA**

Purveyor — Jennifer Lapidus, Caroline Ground Flour
ASHEVILLE, NC

Farmer — Chris Corrigan, Delaney Community Farm

Farmer — Eric Lamar, West Georgia
Farmer's Cooperative

Viewers were encouraged to order delivery or take out from their favorite Good Food 100 Restaurants.



James Beard Foundation Partnership

Marrying shared missions, the Good Food 100 Restaurants™ and James Beard Foundation partnered for the second year in a row to accelerate transparency in the culinary community and promote the importance and impact of a sustainable food system.

"The Good Food 100 Restaurants list is a great example of how food businesses can not only serve incredibly delicious and nutritious food, but also be sustainable and transparent with their purchasing practices," said Katherine Miller, Vice President of Impact, James Beard Foundation. "We are proud to join forces for the second year in a row with the Good Food 100 Restaurants on this important endeavor."



The Good Food Farmer & Purveyor Guide

In response to COVID-19, more and more food providers are shifted their business models including focusing on direct to consumer models such as curbside pick-up, online ordering, Community Supported Agriculture (CSA's) and produce boxes to keep their businesses afloat and meet the growing customer demand.

Tapping into its chef network, the Good Food Media Network announced the launch of Good Food Farmer & Purveyor Guide. Curated by chefs featured on the Good Food 100 Restaurants™ list and designed to help chefs and eaters find and source good food, the new, innovative guide includes over 250 good food farmers, ranchers, distributors and purveyors from across the United States. The Good Food Media Network is committed to supporting producers and purveyors working hard to bring good food to our table throughout the year.

"The COVID-19 crisis is testing all aspects of our daily lives including our food system. We want to use the current situation as a catalyst to increase transparency between and among sellers and buyers in order to help support good food providers," said Sara Brito, co-founder and president, Good Food Media Network, which publishes the Good Food 100 Restaurants list. "Now more than ever, eaters want to know where their food comes from, and now they have a tool to help them find and buy good food. Ultimately, we hope to help grow the market for good food."

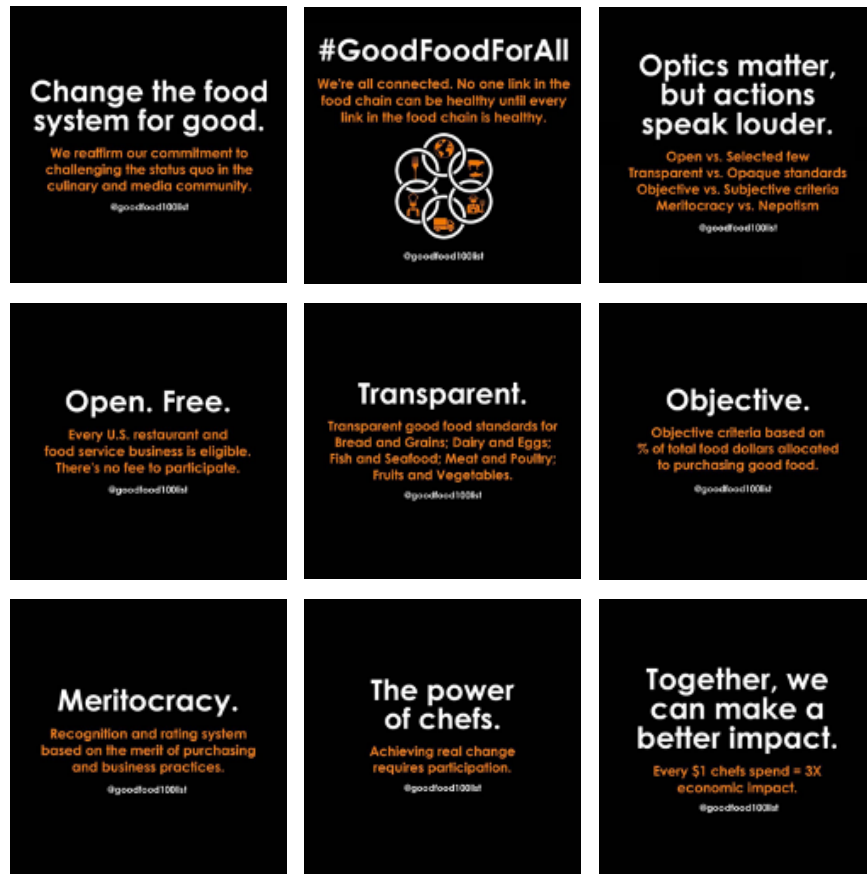


**We are leaders in the
food sector, so we
need to take more
responsibility with our
voice regarding sourcing
and sustainability.**

**— STEVEN SATTERFIELD, MILLER UNION
[SOUTHEAST REGION]**



Diversity & Inclusion in the Culinary Community



As millions of people raise their voices to fight for justice and protest the systemic racism built into the foundation of American institutions, the Good Food Media Network was inspired by Barack Obama's statement on "How to Make this Moment the Turning Point for Real Change" to reaffirm its commitment to changing the food system for good.

Since its founding in 2016, the Good Food Media Network has been working to challenge the status quo in the culinary and media community. Our system of recognition was designed and built based on our belief that being an open, transparent, objective, meritocracy is essential to leveling the playing field for all chefs—especially Black and Brown people and women—thereby creating equal access to recognition, and its subsequent influence on access to financial opportunity and prosperity. Rooted in our moral mission of goodness, we wholeheartedly believe in, and have advocated the idea that for food to be truly good, it must be good for all.

We are committed to listening, learning and doing more and better. We are working to grow and expand participation through our various partnerships so that we are better able to highlight a diversity of chefs and restaurants across the country that are working to change the food system for good.

“

We are entirely committed to food that is clean, healthy, and truly just. The Good Food 100 Restaurants certification process cuts through the ‘greenwashing’ inherent in the restaurant industry. We’re thrilled to be part of a thoughtful program that amplifies regenerative agriculture and calls out the sick systems of industrial food.

**— JEN CASTLE AND BLAKE SPAULDING,
HELL’S BACKBONE GRILL & FARM [ROCKY MOUNTAIN REGION]**

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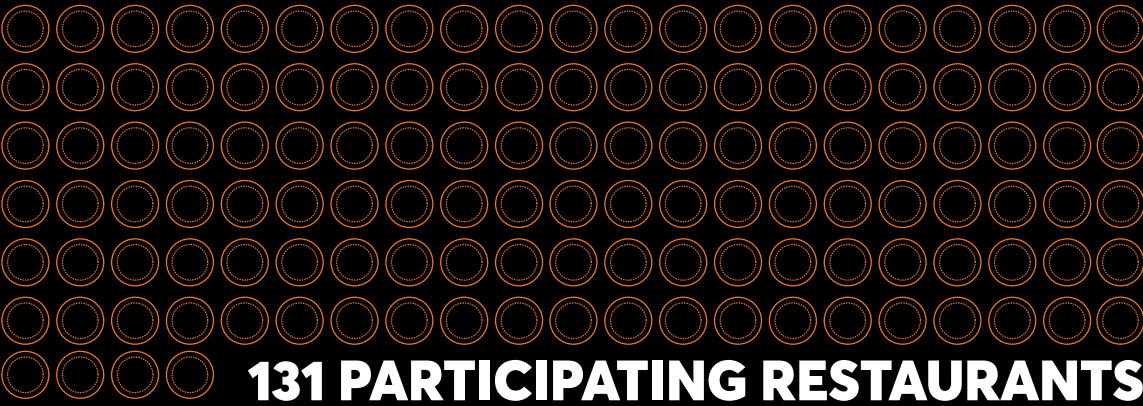
Chefs are in the ideal position to effect change on a planetary scale to the food system and overall sustainability for humanity. While chefs are experts in food, operations, and hospitality, we need to embrace another set of skills to achieve feeding the world while not destroying the planet or our health. The future should be delicious.

**— JEFFREY FOURNIER, THOMPSON HOUSE EATERY
[NEW ENGLAND REGION]**

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BY THE NUMBERS

Participating restaurants reported spending \$87.1 million on food in 2019. Of these food purchases, restaurants reported spending 78.6%, or \$68.5 million, on good food in the categories of bread and grains, dairy and eggs, fish and seafood, meat and poultry, fruits and vegetables, and other miscellaneous food items. Domestic good food purchases, which totaled \$64.5 million spent by participating restaurants, had a \$208.2 million economic impact on the nation, including the direct, indirect, and induced impact of the purchases.



GOOD FOOD IS GOOD FOR EVERY LINK IN THE FOOD CHAIN: the environment; animals; farmers, ranchers and fishermen; purveyors; restaurants and eaters.



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We have a mission as chefs to serve our guests the highest quality food, support our local farmers, fishermen and community. With Good Food 100 Restaurants we can share our practices together nationally.

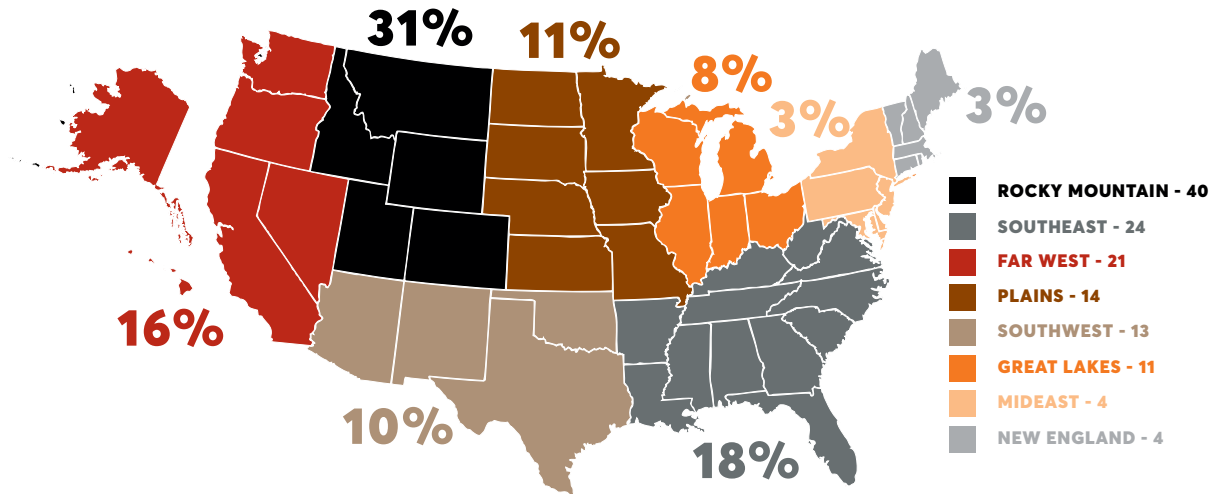
— STEVEN PHELPS, INDIGENOUS [SOUTHEAST REGION]

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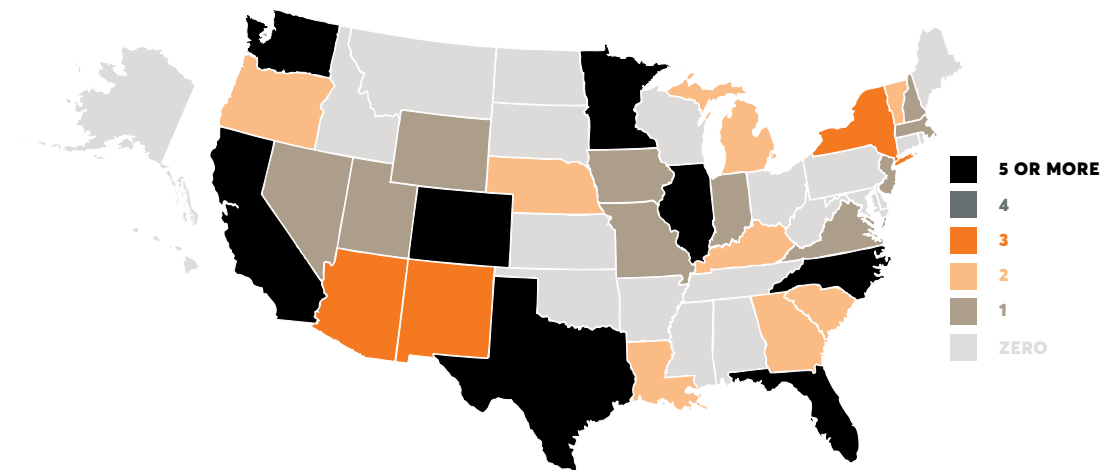
PARTICIPANTS

The 131 participating restaurants represented every region of the United States.

RESTAURANT PARTICIPATION BY REGION



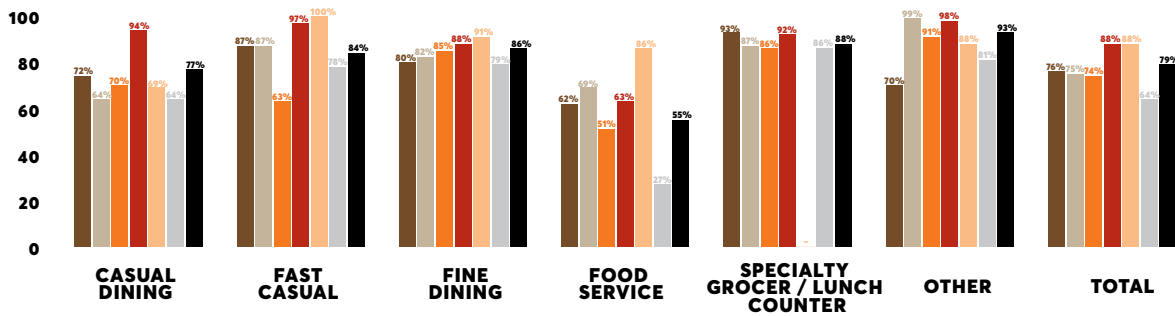
RESTAURANT PARTICIPATION BY STATE



TYPES OF PARTICIPATING RESTAURANTS

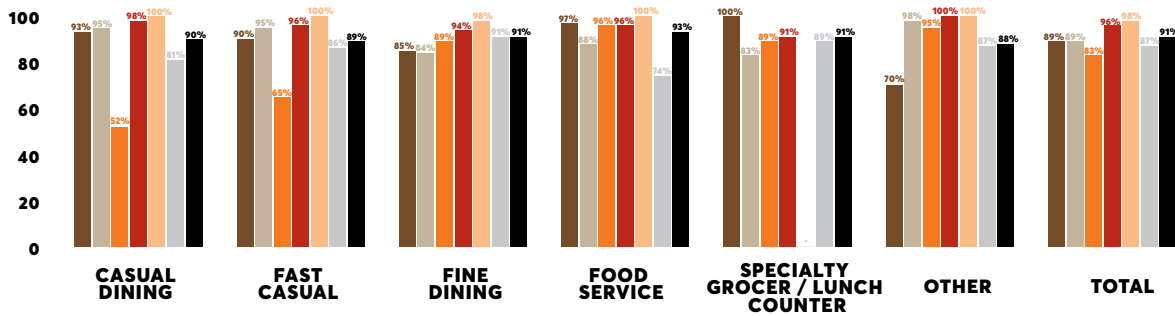


TOTAL GOOD FOOD PURCHASES BY RESTAURANT TYPE



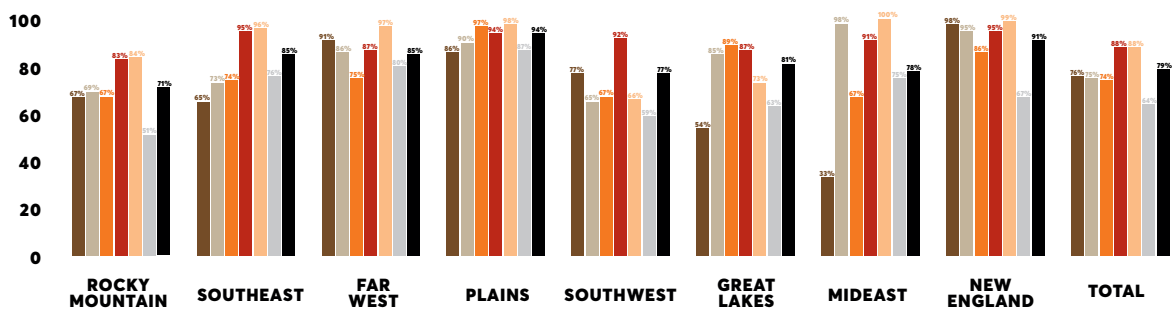
NOTE: Total includes reported state, regional, national, and international purchases.

REGIONAL GOOD FOOD PURCHASES BY RESTAURANT TYPE



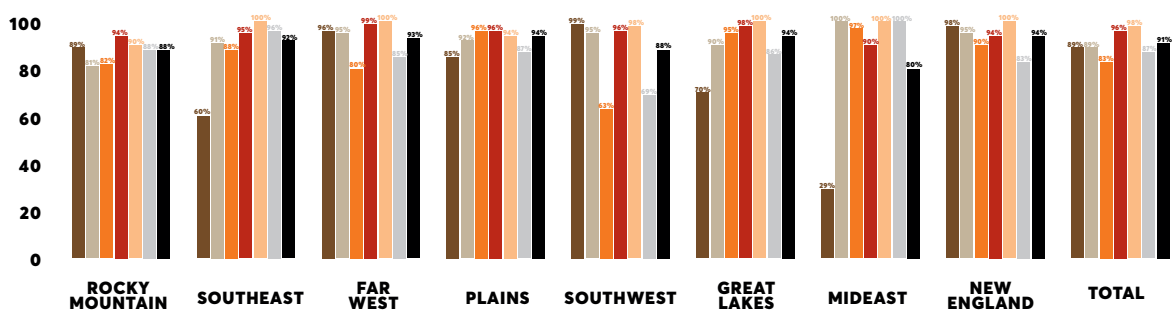
NOTE: Total includes reported state and regional purchases.

TOTAL GOOD FOOD PURCHASES BY RESTAURANTS IN EACH REGION



NOTE: Total includes reported state, regional, national, and international purchases.

REGIONAL GOOD FOOD PURCHASES BY RESTAURANTS IN EACH REGION



NOTE: Region includes the sum of local and regional purchases.



“

It is our responsibility as chefs and restaurateurs to educate ourselves and our customers by doing the right thing. We can tell the story of how the food got to their plate.

**— RICH PARENTE, CLOCK TOWER GRILL
[MIDEAST REGION]**

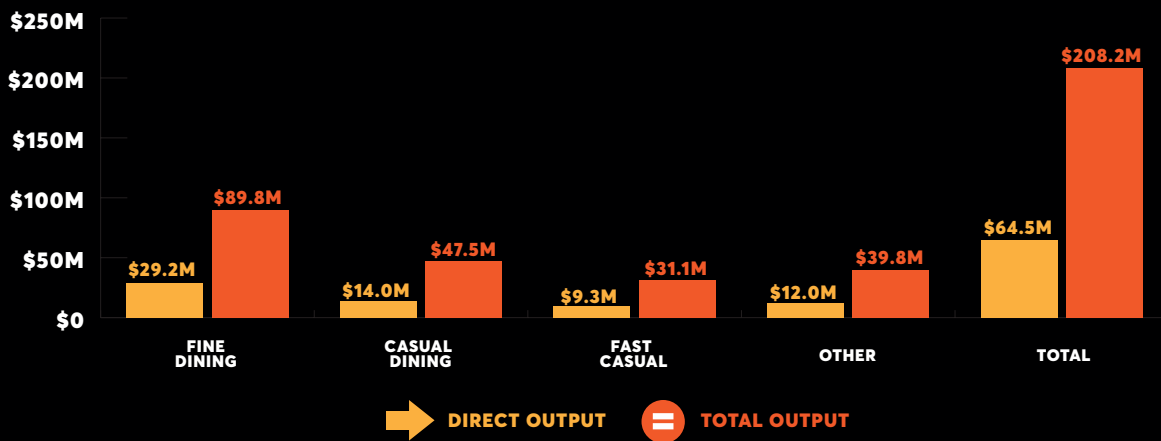
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CONTRIBUTIONS

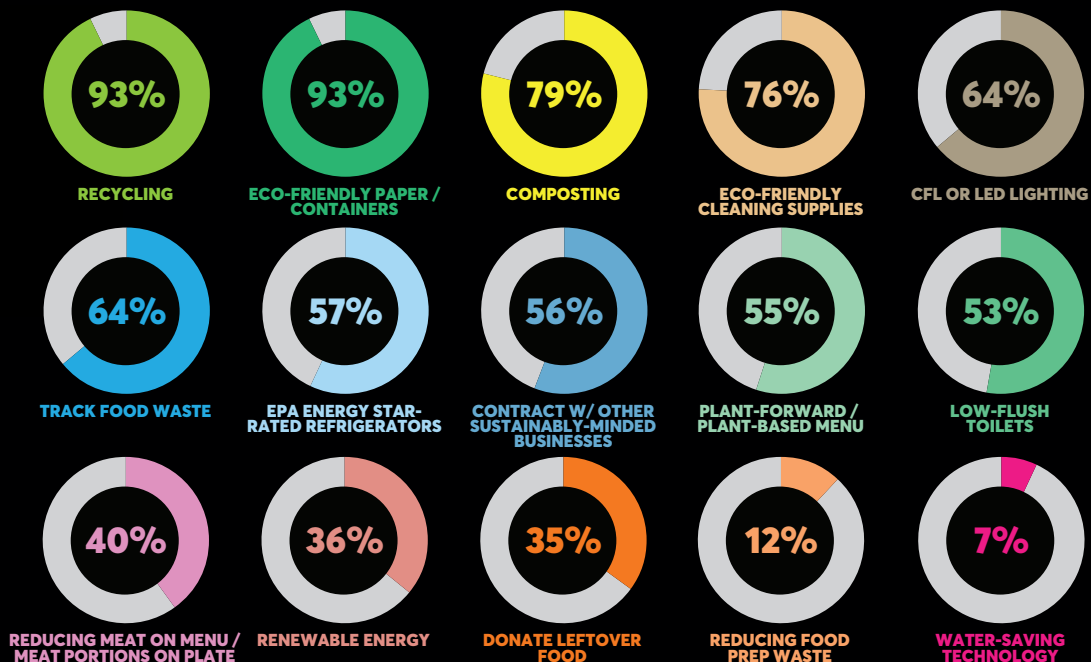
ECONOMIC CONTRIBUTION OF GOOD FOOD PURCHASES, 2019

IMPACT TYPE	EMPLOYMENT	LABOR INCOME (\$MILLIONS)	VALUE ADDED (\$MILLIONS)	OUTPUT (\$MILLIONS)
DIRECT EFFECT	328	\$13.0	\$18.6	\$64.5
INDIRECT EFFECT	426	\$22.9	\$36.5	\$90.4
INDUCED EFFECT	324	\$16.8	\$29.8	\$53.3
TOTAL EFFECT	1,078	\$52.7	\$84.9	\$208.2

TOTAL ECONOMIC CONTRIBUTION OF GOOD FOOD PURCHASES BY RESTAURANT TYPE, 2019



SUSTAINABLE PRACTICES BY GOOD FOOD RESTAURANTS

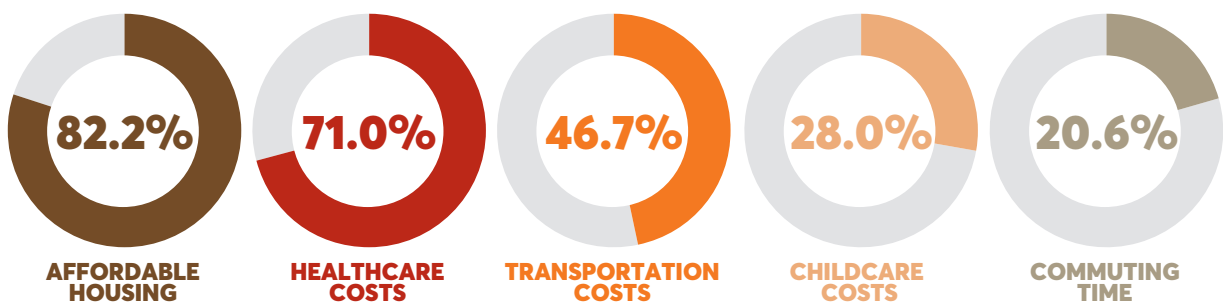


OTHER DATA

IMPORTANCE TO BRAND (SCALE 1 – 10)



BIGGEST CHALLENGES FOR EMPLOYEES



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We believe in a just food system. We are farmers, who also own a restaurant. We work with our neighbors for sourcing, we want it to work for everyone. And for it to be an affordable experience for our customers.

**— ELLEN WALSH-ROSMAN, MILK & HONEY
[PLAINS REGION]**

”



Our mission is to support the growth and prosperity of our entire local food ecosystem from farmer to customer. We pride ourselves on our commitment to follow through on this ethos and are proud to be a Good Food 100 restaurant based on the actual data (aka putting our money where our mouth is) versus simply saying we do (aka lip service).

— ROHANI FOULKES, FOLK
[GREAT LAKES REGION]





2020 PARTICIPANTS

RESTAURANT	TYPE	REGION	STATE
626 ON ROOD	Fine Dining	Rocky Mountain	Colorado
ALL DAY	Casual Dining	Southeast	Florida
ANNETTE	Fine Dining	Rocky Mountain	Colorado
AOC	Fine Dining	Far West	California
BAR MELUSINE	Fine Dining	Far West	Washington
BAR SANTO	Fine Dining	Great Lakes	Illinois
BARBETTE	Fine Dining	Plains	Minnesota
BARGELLO	Fine Dining	Southeast	North Carolina
BAROLO GRILL	Fine Dining	Rocky Mountain	Colorado
BASTA	Fine Dining	Rocky Mountain	Colorado
BEAST + BOTTLE	Fine Dining	Rocky Mountain	Colorado
BILLY D'S FRIED CHICKEN	Other	Southeast	North Carolina
BIRCHWOOD CAFE	Other	Plains	Minnesota
BISTRO SHIRLEE	Fine Dining	Far West	Washington
BISTRO VENDÔME	Fine Dining	Rocky Mountain	Colorado
BLACKBELLY	Fine Dining	Rocky Mountain	Colorado
BOOK CLUB	Fine Dining	Plains	Minnesota
BORDER GRILL DOWNTOWN	Casual Dining	Far West	California
BORDER GRILL MANDALAY BAY	Casual Dining	Far West	Nevada
BOULDER VALLEY SCHOOL DISTRICT SCHOOL FOOD PROJECT	Food Service	Rocky Mountain	Colorado
BOUQUET RESTAURANT	Fine Dining	Southeast	Kentucky
BREAD & PICKLE	Other	Plains	Minnesota
BRUTØ	Fine Dining	Rocky Mountain	Colorado
BUBBYS PIE CO INC.	Casual Dining	Midwest	New York
BUTTON & CO. BAGELS (NOW CLOSED)	Fast Casual	Southeast	North Carolina
CAMPO AT LOS POBLANOS	Fine Dining	Southwest	New Mexico
CART-DRIVER	Casual Dining	Rocky Mountain	Colorado
CAVALRYMAN STEAKHOUSE	Casual Dining	Rocky Mountain	Wyoming
CEDAR'S CAFE	Casual Dining	Southeast	Florida
CHATTERBOX BREWS	Casual Dining	Plains	Nebraska
CHOOK CHARCOAL CHICKEN	Fast Casual	Rocky Mountain	Colorado
CLOCK TOWER GRILL	Fine Dining	Midwest	New York
COPERTA	Fine Dining	Rocky Mountain	Colorado
CORINNE'S PLACE	Other	Midwest	New Jersey

RESTAURANT	TYPE	REGION	STATE
CRESS RESTAURANT	Fine Dining	Southeast	Florida
CRESTED BUTTE'S PERSONAL CHEFS	Other	Rocky Mountain	Colorado
CÚRATE	Fine Dining	Southeast	North Carolina
CURED RESTAURANT	Fine Dining	Southwest	Texas
DECCA	Fine Dining	Southeast	Kentucky
DEEP DIVE	Fine Dining	Far West	Washington
DRY STORAGE	Fast Casual	Rocky Mountain	Colorado
EDEN EAST FARM & RESTAURANT	Other	Southwest	Texas
EGG RESTAURANT	Casual Dining	Mideast	New York
EL FIVE	Fine Dining	Rocky Mountain	Colorado
EPIPHANY FARMS RESTAURANT	Fine Dining	Great Lakes	Illinois
EVOO	Fine Dining	New England	Massachusetts
FARM BURGER	Fast Casual	Southeast	Georgia
FIG	Fine Dining	Southeast	South Carolina
FLORIOLE BAKERY & CAFE	Fast Casual	Great Lakes	Illinois
FNB RESTAURANT	Fine Dining	Southwest	Arizona
FOLK	Casual Dining	Great Lakes	Michigan
FOREIGN & DOMESTIC	Fine Dining	Southwest	Texas
FRASCA FOOD AND WINE	Fine Dining	Rocky Mountain	Colorado
FRENCHISH	Fine Dining	Southwest	New Mexico
FRESH THYMES EATERY	Fast Casual	Rocky Mountain	Colorado
FRONTERA GRILL	Fine Dining	Great Lakes	Illinois
FRUITION RESTAURANT	Fine Dining	Rocky Mountain	Colorado
GARDENS OF SALONICA	Casual Dining	Plains	Minnesota
GIGI'S CAFE	Fast Casual	Plains	Minnesota
GRANA WOOD FIRED FOODS	Fine Dining	Far West	California
GRAND CENTRAL BAKERY - OREGON	Fast Casual	Far West	Oregon
GRAND CENTRAL BAKERY - WASHINGTON	Fast Casual	Far West	Washington
GREENFARE ORGANIC CAFE	Fine Dining	Southeast	Virginia
HAYMAKER RESTAURANT	Fine Dining	Southeast	North Carolina
HEDGE ROW AMERICAN BISTRO	Fine Dining	Great Lakes	Indiana
HELL'S BACKBONE GRILL & FARM	Fine Dining	Rocky Mountain	Utah
HOTEL VERMONT	Fine Dining	New England	Vermont
INDIGENOUS	Fine Dining	Southeast	Florida
INN AT SHELBURNE FARMS	Fine Dining	New England	Vermont
LANTERN	Fine Dining	Southeast	North Carolina
LINGER	Fine Dining	Rocky Mountain	Colorado
L'OCA D'ORO	Fine Dining	Southwest	Texas
LUCQUES (NOW CLOSED)	Fine Dining	Far West	California
MAGPIE CAFE	Fine Dining	Far West	California
MATTISON'S FORTY-ONE RESTAURANT	Fine Dining	Southeast	Florida
MERCANTILE DINING & PROVISION	Other	Rocky Mountain	Colorado

RESTAURANT	TYPE	REGION	STATE
MILK & HONEY	Fast Casual	Plains	Iowa
MILLER UNION	Fine Dining	Southeast	Georgia
MOSQUITO SUPPER CLUB	Fine Dining	Southeast	Louisiana
MULVANEY'S B&L	Fine Dining	Far West	California
NEXT DOOR AMERICAN EATERY - COLORADO	Casual Dining	Rocky Mountain	Colorado
NEXT DOOR AMERICAN EATERY - ILLINOIS	Casual Dining	Great Lakes	Illinois
NOSTRANA	Fine Dining	Far West	Oregon
NOVEL RESTAURANT	Fine Dining	Plains	Missouri
OPHELIA'S ELECTRIC SOAPBOX	Fine Dining	Rocky Mountain	Colorado
PAT'S TAP	Casual Dining	Plains	Minnesota
POSANA RESTAURANT	Fine Dining	Southeast	North Carolina
PRAIRIE PLATE RESTAURANT	Fine Dining	Plains	Nebraska
RED STAG SUPPERCLUB	Fine Dining	Plains	Minnesota
RESERVE WINE & FOOD	Fine Dining	Great Lakes	Michigan
RIOJA	Fine Dining	Rocky Mountain	Colorado
RIVER AND WOODS	Casual Dining	Rocky Mountain	Colorado
RONIN FARM & RESTAURANT	Fine Dining	Southwest	Texas
ROOT DOWN	Fine Dining	Rocky Mountain	Colorado
SABA	Fine Dining	Southeast	Louisiana
SABIO ON MAIN	Fine Dining	Far West	California
SAFTA RESTAURANT	Fine Dining	Rocky Mountain	Colorado
SALT & TIME BUTCHER SHOP AND SALUMERIA	Casual Dining	Southwest	Texas
SANTO	Fine Dining	Rocky Mountain	Colorado
SNOOZE AN AM EATERY - ARIZONA	Casual Dining	Southwest	Arizona
SNOOZE AN AM EATERY - CALIFORNIA	Casual Dining	Far West	California
SNOOZE AN AM EATERY - COLORADO	Casual Dining	Rocky Mountain	Colorado
SNOOZE AN AM EATERY - NORTH CAROLINA	Casual Dining	Southeast	North Carolina
SNOOZE AN AM EATERY - TEXAS	Casual Dining	Southwest	Texas
SPUNTINO	Fine Dining	Rocky Mountain	Colorado
ST. KILIAN'S CHEESE SHOP	Specialty Grocer/Lunch Counter	Rocky Mountain	Colorado
STOIC & GENUINE	Fine Dining	Rocky Mountain	Colorado
THE BIRD	Fine Dining	Plains	Minnesota
THE BREADFRUIT & RUM BAR	Fine Dining	Southwest	Arizona
THE GROVE CAFE & MARKET	Fast Casual	Southwest	New Mexico
THE HERBFARM RESTAURANT	Fine Dining	Far West	Washington
THE KITCHEN BISTRO - COLORADO	Fine Dining	Rocky Mountain	Colorado
THE KITCHEN BISTRO - ILLINOIS	Fine Dining	Great Lakes	Illinois
THE MARKET PLACE RESTAURANT	Fine Dining	Southeast	North Carolina
THE ORDINARY	Fine Dining	Southeast	South Carolina
THE REGIONAL	Fine Dining	Rocky Mountain	Colorado
THE WALRUS AND THE CARPENTER	Fine Dining	Far West	Washington
THE WHALE WINS	Fine Dining	Far West	Washington

RESTAURANT	TYPE	REGION	STATE
THE WOLF'S TAILOR	Fine Dining	Rocky Mountain	Colorado
THIRD WAVE CAFE & WINE BAR	Fine Dining	Southeast	Florida
THOMPSON HOUSE EATERY	Fine Dining	New England	New Hampshire
TINY DINER	Casual Dining	Plains	Minnesota
TOPOLOBAMPO	Fine Dining	Great Lakes	Illinois
TWENTY FIVE LUSK	Fine Dining	Far West	California
UC DAVIS HEALTH	Food Service	Far West	California
ULTREIA	Fine Dining	Rocky Mountain	Colorado
UNIVERSITY OF COLORADO BOULDER CAMPUS DINING SERVICES	Food Service	Rocky Mountain	Colorado
VESTA (NOW CLOSED)	Fine Dining	Rocky Mountain	Colorado
VITAL ROOT	Casual Dining	Rocky Mountain	Colorado
WILLMOTT'S GHOST	Fine Dining	Far West	Washington
XOCO	Fine Dining	Great Lakes	Illinois

THE GOOD FOOD 100 RESTAURANTS LIST IS MADE POSSIBLE **THANKS TO THE GENEROUS SUPPORT OF OUR SPONSORS.**

PLATINUM SPONSOR



SILVER SPONSOR



NATIONAL SPONSOR



REGIONAL / STATE SPONSOR



SURVEY PARTNERS



NONPROFIT PARTNERS



CREATIVE PARTNERS



LEADERSHIP

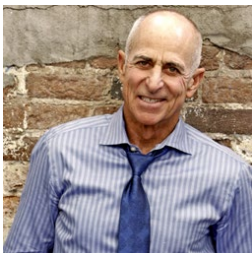
Co-Founders



SARA BRITO, CO-FOUNDER/PRESIDENT, GOOD FOOD MEDIA NETWORK

A former Advertising Executive –CP+B Agency of the Decade-and innovator who thrives on leading people to make big ideas happen and change the world for good, Sara Brito is Co-Founder and President of the Good Food Media Network, a 501(c)(3) nonprofit organization that produces and publishes the Good Food 100 Restaurants™. Sara is a

20-year food (Chefs Collaborative, The Kitchen Restaurant Group, Snooze) and advertising/digital tech (Crispin, Porter + Bogusky, Digitas) industry veteran with a successful track record transforming brands and catapulting businesses. While serving on the Board of Slow Food NYC, she co-created and launched the Slow Food 'Snail of Approval' program, a designation given to restaurants, bars, food and beverage artisans that contribute to the quality, authenticity and sustainability of the food supply of the City of New York. Under Sara's leadership, Chefs Collaborative was nominated for the 2016 Taste Talks inaugural "Outstanding Nonprofit" award, and four of her past clients, Big Green (2018), The Kitchen Restaurant Group (2016), Domino's (2016), and Vail Resorts (EpicMix) (2016), were named to Fast Company's World's Most Innovative Companies list. Sara has been recognized with numerous advertising and marketing industry awards, and her work has been featured in national and regional media outlets including The New York Times, Forbes, ABC News, The Colbert Report, Rachel Ray Everyday Magazine, Eater, and The Denver Post. In 2015 she was invited by the U.S. Department of State and the James Beard Foundation to speak at the American Chef Rally at ExpoMilano in Milan, Italy, and in 2018 she was invited by HRH The Prince of Wales to attend a Crop Trust reception at Clarence House in London, England recognizing leaders from around the world for their dedication to sustainability and biodiversity.



JEFF HERMANSON, CO-FOUNDER/CHAIRMAN, GOOD FOOD MEDIA NETWORK

Jeff Hermanson is the Co-Founder/Chairman of the Good Food Media Network, a nonprofit educational organization that produces and publishes the Good Food 100 Restaurants™. Since 1993, Jeff has served as CEO of Larimer Associates, known for its development of Denver's Larimer Square and Union Station. A strong proponent

of incubating skilled, local restaurant talent, Jeff has partnered with a number of Denver's notable chefs and restaurateurs to create some of the city's most acclaimed restaurants, including Rioja, Corridor 44 and TAG. Jeff's philanthropic and social responsibility efforts are principally focused on hunger awareness and land conservation. He was recently named to the Board of Directors for We Don't Waste and has been a board member and served as the President of the Crested Butte Land Trust.

Founding Chefs & Ambassadors

Hugh Acheson

GEORGIA

Michael Anthony

NEW YORK

Rick Bayless

ILLINOIS

Jen Castle

UTAH

Suzanne Cupps

NEW YORK

Ann Cooper

COLORADO

William Dissen

NORTH CAROLINA

Renee Erickson

WASHINGTON

Suzanne Goin

CALIFORNIA

Jennifer Jasinski

COLORADO

Mike Lata

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