

**For Immediate Release**

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***Eco-Friendly Founding Farmers Restaurant Grows in Washington, DC  
New Concept to be First USGBC LEED Gold Project and Certified Green Restaurant in Nation's Capital***

[Washington, DC – August 12, 2008] From recycling to choosing fuel-efficient vehicles, being “green” is quickly becoming a focus in every part of our lives. So it’s no surprise that 62% of Washington, DC area residents surveyed for the new 2009 Zagat Dining Guide reported that they are willing to “pay more” for sustainably-raised food. Finding “green” food when dining out is about to become much easier for Washingtonians, with the mid-September opening of **Founding Farmers** restaurant.

The new eco-friendly dining concept will open at 1924 Pennsylvania Ave. NW, in the recently completed IMF (International Monetary Fund) HQ2 building, just blocks from the White House. As a new addition to the DC dining scene with sustainable agriculture at the heart of the menus, Founding Farmers has been designed to meet Leadership in Energy and Environmental Design (LEED) certification criteria by the US Green Building Council, (USGBC) and will operate as a Certified Green Restaurant, with strict standards to reduce waste, recycle more, and practice earth-friendly food service from the front of the house to the back of the house.

Developed by VSAG (Vucurevich Simons Advisory Group, ([www.vsag.com](http://www.vsag.com)) in conjunction with a collective of more than 40,000 American family farmers, the restaurant will serve fresh Farm-to-Table American-inspired true food and drink. The restaurant is located in an 8,500 square foot soaring space with room for approximately 250 guests between the ground floor and second level mezzanine dining areas and bars. In spring 2009 patio seating for approximately 100 will be added.

“Founding Farmers is an exciting concept that is honestly derived from a great history of American farm culture and what it means to serve ‘true food’,” describes VSAG Principal Dan Simons. “I’m thrilled by the Zagat Survey news on eating green, which only affirms our efforts. It’s not about a trend – we’re serving foods that help support the environment and American family farms by bringing the green movement right to the table.”

With a kitchen led by Certified Executive Chef Graham Duncan, Founding Farmers will offer breakfast, lunch, dinner, Sunday brunch and Sunday supper with menus of homemade traditional American classics inspired by the heartland and the restaurant’s farm sources. Menu items will be primarily made with sustainably farmed, or sustainably sourced products, including in-season vegetables and fruits whenever possible. Not ‘kitschy’ country cooking, the dishes include family farm favorites like fresh-baked biscuits, breads and pastries, omelettes, pancakes, and all the breakfast trimmings, big, hearty rustic farm sandwiches and soups, big, colorful green salads with just-picked vegetables, a variety of pot pies, prime cuts, pot roast, roasted chicken, and rich, delectable pies and desserts from the in house bakery.

On the beverage side, Founding Farmers has an innovative bar program featuring ‘bar-chefing’ of classic cocktails and bar treats by real mixologists, specially trained to know the chemistry of liquors and the classic traditions of unique, hand crafted drinks – culinary cocktail. Also on the bar will be organic vodkas, family-distilled Bourbons, small batch brewery beers, and a list of wines by the glass with each one an organic, biodynamic or sustainable viticulture varietal. Other wine selections include popular varietals from both domestic and international vineyards.

As a Green Certified Restaurant, approved by the Green Restaurant Association, Founding Farmers will source locally and regionally whenever possible to reduce carbon footprints, and will follow strict guidelines for reducing energy use and waste, with management and staff learning the best earth-friendly practices such as water conservation and recycling. In the dining room, eco-friendly choices menus printed on recycled paper with soy-based inks, and house-filtered water that doesn't come in throwaway bottles. The restaurant has invested in the state-of-the-art Natura® water system to provide guests with fresh-filtered, purified, mineral-filled, chilled sparkling and still water served in glass carafes, helping to reduce truck pollutants, and keep tons of plastic and glass waste from landfills.

"At Founding Farmers we are offering fabulous, great tasting products and great service, and are doing all we can to protect the environment. We truly believe that we have created a new model to demonstrate that some profit should not be taken when the environmental impact is too great," describes General Manager Ralph DeRose.

Washington, DC firm CORE architecture + design combined LEED requirements with innovative design with 'PaperStone' countertops in the restrooms, reclaimed barn woods on the walls, combined with reclaimed stone pavers for the floors, and fabrics and carpeting made with post-consumer recycled content materials and low-VOC emitting paints. Other LEED criteria design elements and energy-efficient moves include the use of day lighting to illuminate the restaurant for reduced energy consumption, high-efficiency ventilation systems, and green-sourced wind energy supplemented power.

More information will be available on the Founding Farmers web site, [www.wearefoundingfarmers.com](http://www.wearefoundingfarmers.com) in the coming weeks. The restaurant phone number is 202.822.TRUE (8783).

#### **About VSAG Consulting**

**VSAG** (Vucurevich Simons Advisory Group) is an industry-leading food service consulting and development firm serving restaurants and fresh-food markets, hotel and hospitality firms and retail concepts with a food angle. With offices in Washington, DC and Austin, TX, VSAG serves clients all over the US and internationally to provide full-service Concept Development, Restaurant Management Contracts, Menu Development, Hands-on Opening Support, and more. VSAG clients include Choice Hotels International, the Silver Diner, Firehook Bakery and Coffeehouse, Chocolata Cocoa Bar and others currently in development. For more information, visit [www.vsag.com](http://www.vsag.com) <<http://www.vsag.com>>

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