

For Immediate Release

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Celebrating Local Farms at St. Olaf College

*Now in its seventh year, Bon Appétit's Eat Local Challenge highlights
fresh-picked food, family farms, and local taste traditions.*

Northfield, MN (September 27, 2011) – Get ready to taste the flavor of the **Northfield region** on September 27th, when Bon Appétit Management Company chefs roll out their entries in our seventh **Eat Local Challenge**: a meal made from scratch, solely from locally grown ingredients. On this day, the chefs at **St. Olaf College** will join more than 400 other Bon Appétit restaurants and cafés in creating a special meal that honors farms within 150 miles of their kitchens.

In 1999, Bon Appétit established a companywide initiative called Farm to Fork, asking our chefs to buy as much local food as possible directly from small, owner-operated farms and artisan food-makers within a 150-mile radius of our cafés. Now, our Farm to Fork suppliers number more than a thousand. Through them, our cafés direct millions of dollars annually back into local communities, helping to nurture a sustainable food system and bring you the freshest food available.

Bon Appétit started the Eat Local Challenge in 2005 to encourage our diners to look past the supermarket to the bounty of food growing all around them, all over the country. Trying to cook a whole meal (or, in some determined challenge participants' cases, a whole menu) from entirely local ingredients requires creativity and resourcefulness, and pays off in unexpected flavors and a deeper sense of place.

"This is my **5th** year of the Eat Local Challenge, and it never gets old. I really enjoy being reminded of how Bon Appétit uses the kitchen to nourish not only people, but also local economies, and the planet. We love giving some well-deserved attention to the farmers and artisans who grow our food, bringing people together around good food, and at the same time minimizing the impact of our food choices on the Earth," says **Randy Clay, Board Manager at St. Olaf College** .

Bon Appétit is proud to support local farmers **every day** and in many of the 120 million meals that we serve every year. Eat Local Challenge Day is our way of calling our guests' attention to this delicious, freshly picked food and to the flavor, environmental, and economic benefits of eating straight from the farm.

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About Bon Appétit

Bon Appétit Management Company (www.cafebonappetit.com) is an on-site restaurant company offering full food-service management to corporations, universities, and specialty venues. Based in Palo Alto, CA, Bon Appétit has more than 400 cafés in 31 states, including eBay, the University of Pennsylvania, and the Getty Center. A pioneer in environmentally sound sourcing policies, Bon Appétit has developed programs addressing local purchasing, the overuse of antibiotics, sustainable seafood, cage-free eggs, the connection between food and climate change, and, most recently, farmworker welfare. The company has received numerous awards for its work from organizations like the Natural Resources Defense Council, Seafood Choices Alliance, The Humane Society of the United States, and Food Alliance. Its dining operations at Wheaton College in Illinois were recently voted Best College Food among 122,000 college students surveyed by the *Princeton Review*. Newsweek Magazine recently named St. Olaf College as having the number one Best Campus Food in the nation.

(<http://www.thedailybeast.com/newsweek/features/college-rankings/2011/best-campus-food.all.html>)