



seafood
choices
ALLIANCE

bringing
ocean conservation
to the table

Chefs
Collaborative
Partners In Local, Artisanal, and Sustainable Cuisine



New England
Aquarium

MEDIA ADVISORY

For Immediate Release

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Eleven for the Oceans

Eleven of Boston's Best Chefs to Team with Some of the Nation's Best Seafood Suppliers and Offer a One-Night-Only Seafood Special in Support of a Healthy Ocean

Boston, MA (February 22, 2005) – On the evening of Monday, March 14, eleven of Boston's best chefs will showcase some of the many ways seafood lovers can "eat well and do good."

Seafood Choices Alliance, working in partnership with the Chefs Collaborative and the New England Aquarium, is organizing the event as a way to draw attention to the increasing number of chefs, suppliers, fishermen and fish farmers who are doing their part to help protect the health of fish populations and the overall health of the ocean. All of the featured seafood selections are taken from sustainable supplies and caught or farmed in a way that does not harm the environment.

WHEN: The evening of Monday, March 14, 2005

WHERE: #9 Park, 23 Grill & Bar, Avenue One at the Hyatt Regency, B&G Oysters, Beacon Hill Bistro, blu at The Sports Club/LA, Chez Henri, The Fireplace, Hamersley's Bistro, Lumiere, and Rialto at the Charles Hotel

WHAT: One-night-only seafood specials, with selections to include:
California Red Abalone from The Abalone Farm, Cayucos, CA
Australian Barramundi from Australis Barramundi Farm, Turners Falls, MA
Hard Shell Clams from Cherrystone Aqua Farms, Cape Charles, VA
Manila Clams from Taylor Shellfish Farms, Shelton, WA
Peruvian Handline Day-Boat Mahimahi from EcoFish, Portsmouth, NH
California Estate Osetra Caviar from Tsar Nicoulai, San Francisco, CA
East Coast Oysters from Fisher's Island Oyster Farm, Fishers Island, NY
Fresh Rainbow Trout and Trout Caviar from Sunburst Trout, Canton, NC
Taylor Bay Scallops from Taylor Cultured Seafood, Cape Cod Bay, MA
U.S. Farm Raised Organic Shrimp from OceanBoy Farms of Clewiston, FL

WHY: Seafood is growing in popularity as consumers turn to it as a delicious and healthy source of protein. In the U.S., diners now consume approximately fifteen pounds of seafood per person per year. Unfortunately, many fish species, including some of the most popular dining choices, are threatened by environmentally harmful practices, including overfishing and habitat destruction. While better management and stronger regulations are a critical step, many in the seafood industry, from suppliers to chefs and consumers too, are making a difference now by making informed choices about what they serve and eat. All of the selections featured at Boston's Best 2005 are taken from sustainable supplies and caught or farmed in a way that does not harm the environment.

Seafood Choices Alliance is a nonprofit trade association that unites a growing number of leading voices from the seafood industry, enabling them to expand seafood choices while working to ensure a healthy ocean. The Alliance envisions a world where the seafood industry — from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants — joins with consumers to transform the seafood marketplace into a more environmentally sustainable one. www.seafoodchoices.com

Additional information, including contact information for the participating restaurants and suppliers and a complete list of the featured seafood selections, is available upon request.