

Press Release
22 April 2012



Chiswick and Balham restaurants recognised as Three Star Sustainability Champion

Sam's Brasserie and Bar in Chiswick and Harrison's in Balham have both been awarded a Three Star rating for their sustainability - the highest possible rating. Both are owned by Sam Harrison. Rebecca Mascarenhas and Rick Stein.

Sam's and Harrison's are the 49th and 50th restaurants across the UK, including major groups, independent favourites and fine dining establishments to have been awarded this accolade by the Sustainable Restaurant Association (SRA) in the last 12 months.

The SRA was particularly impressed by Sam's and Harrison's commitment to serve a high proportion of locally sourced food, a significant amount of free range and organic animal produce as well as sustainable seafood.

Mark Linehan, Managing Director of the SRA, said: "Sam's and Harrison's are excellent examples of restaurants that sit at the heart of their neighbourhoods, responding to consumer demand for a more sustainable dining experience and playing an active role in the community."

The SRA's assessors were also struck by Sam's and Harrison's initiatives to reduce waste, including offering customers doggy boxes to take home unfinished meals and its work to promote healthy eating in local schools.

Owners and chefs say they are submitting their restaurants to independent scrutiny by the SRA for three reasons: They believe it's what consumers want, it's good for business and they believe sustainability is important.

Sam Harrison said: "We are delighted with our Three Star rating and thrilled that both the restaurants have achieved this together. It has taken a lot of work from both teams and I am very proud of what they have achieved"

The SRA Star Rating system is now recognised as the industry standard and is included in restaurant guides like Harden's as well as in The Times critic Giles Coren's weekly reviews and Olive magazine's monthly Pro vs Punter reviews. The Sundays Times dubbed it the "Michelin Stars of Sustainability".

To be an SRA Sustainability Champion, restaurants provide answers and evidence to 65 questions across 14 areas of sustainability, including whether they are serving local, seasonal, high welfare food, how their resources and waste are managed, as well as how they treat staff, customers respected and the community. The SRA then assesses the results, collects evidence in support of answers and rates the restaurants accordingly.

Restaurants to have attained this exceptional result include River Cottage Plymouth Canteen and Andrew Fairlie at Gleneagles.

Diners looking for an SRA Star Rated restaurant and more details of the results can go to the SRA website <http://www.thesra.org/for-diners/restaurant-directory/>

Ends

Media Contact

Tom Tanner
020 7479 4235
07976 288636
tom@thesra.org

Notes to Editors

The Sustainable Restaurant Association (SRA) is a national, not-for-profit membership organisation providing restaurants with expert sustainability advice through a team of specialist account managers. The SRA helps member restaurants source food more sustainably, manage resources more efficiently and work more closely with their community. Members enjoy the economic benefits of greater sustainability and the SRA promotes their activities to consumers.

How restaurants are rated:

The SRA Sustainability Rating System involves Restaurants completing a rigorous survey, providing answers and evidence to 65 questions across 14 areas of sustainability. The SRA then assesses the results and rates the restaurants accordingly.

Three-Star Sustainability Champions – These restaurants have demonstrated **exceptional** all round sustainability, scoring consistently well across every category totalling at least 70%.

Two-Star Sustainability Champions – These restaurants have demonstrated **excellent** all round sustainability, scoring at least 60%.

One-Star Sustainability Champions – These restaurants have demonstrated **good** all round sustainability, scoring at least 50%.