

For Immediate Release: May 8, 2012

Contact: Liz Fetchin

**Director of Marketing and Communications** 

412/441-4442, ext. 3801

Ifetchin@phipps.conservatory.org

## Café Phipps Receives National Restaurant Award from the Hobart Center for Foodservice Sustainability

Pittsburgh public garden earns national recognition for leadership in green best practices.

**Pittsburgh, Pa.** On May 5, 2012, Richard V. Piacentini, executive director of Phipps Conservatory and Botanical Gardens, attended the <u>National Restaurant Association Show</u> in Chicago to accept a \$5,000 award from the <u>Hobart Center for Foodservice Sustainability</u> (HCFS) as part of a competition open annually to any foodservice or grocery organization in the U.S. that demonstrates leadership in sustainability best practices. Established five years ago, this honor shines a spotlight on operations that educate and impact guests at the public garden's 3-star Green Restaurant Certified® café.

As a longtime advocate for green building advances, restorative landscaping and gardening practices, and environmental outreach, Phipps has most recently captured the attention of HCFS for the stewardship it demonstrates at <a href="Café Phipps">Café Phipps</a>, an eatery that offers fresh, local and organic food; uses real serviceware and biodegradable products; and has an extensive recycling program that includes composting of all pre- and post-consumer food waste, among other practices. By elevating the quality of its menu and services in these ways, the café has more than doubled its earnings from 2010 to 2011 and, by the end of 2012, is expected to earn back the amount it has spent on sustainable upgrades.

"Phipps is honored to receive this impressive award, which acknowledges the steps we have taken to integrate our mission of connecting people to plants and raising environmental awareness into our café," says Richard V. Piacentini, who has also been selected to serve as a 2012 HCFS fellow and assist with the next grant recipient selection process. "We have a great partnership with Sodexo that enables us to implement the highest sustainability standards in our café, and the rave reviews we get from guests and catering clients as a result proves that it is possible to be green while being successful, too."

Going hand in hand with Café Phipps' green practices is the establishment's dedication to providing wholesome fare for guests of all ages. A leading sponsor of <a href="Let's Move Pittsburgh">Let's Move Pittsburgh</a> and a participant in First Lady Michelle Obama's <a href="Let's Move! Museums and Gardens">Let's Move! Museums and Gardens</a> initiative, the public garden is especially focused on safeguarding the health of young visitors, offering a children's menu that features whole grains, organic fruits and vegetables, and ingredients that are minimally processed, low fat and low salt with no added sugar. Phipps has also eliminated beverages with high sugar content, including soda, which was removed from the café in a bold move made by the organization in September 2011.

## **ABOUT PHIPPS**

Built by Henry W. Phipps in 1893 at the height of Pittsburgh's industrial prowess, Phipps Conservatory and Botanical Gardens has evolved from the nation's first teaching conservatory to a distinguished ecochampion among America's 500 public gardens.

Phipps' mission is to inspire and educate visitors with the beauty and importance of plants; to advance sustainability and worldwide biodiversity through action and research; and to celebrate its historic glasshouse.

Phipps is open daily from 9:30 a.m.-5 p.m.; Fridays until 10 p.m. Adults, \$12; Seniors 62 and older and students with valid ID, \$11; children 2-18, \$9; children under 2, free.

For more information, call 412/622-6914 or visit phipps.conservatory.org.

Follow us on Twitter

Become a fan on Facebook

Watch "The Evolving Green Story of Phipps" on YouTube

###



Richard Young, HCFS Fellow and Senior Engineer/Director of Education at the Food Service Technology Center Richard Piacentini, Executive Director, Phipps Conservatory and Botanical Gardens Tom Szafranski, President, ITW Food Equipment Group-Commercial