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ANNOUNCING FIRST ANIMAL WELFARE APPROVED RESTAURANT IN U.S.

GRAZIN' TO OPEN IN HUDSON, NEW YORK

HUDSON, NY -Animal Welfare Approved announces the October 1, 2011 opening of the first Animal Welfare Approved Restaurant, Grazin', in Hudson, New York. Grazin' is the first restaurant in the U.S. using only Animal Welfare Approved meat, eggs and dairy products. Restaurants can only earn the distinction of being an "Animal Welfare Approved Restaurant" if all meat, dairy and egg products are from Animal Welfare Approved farms.

Dan Gibson and his family own and operate both Grazin' Angus Acres farm in Ghent, NY and the new Grazin' restaurant. When Grazin' opens the doors on Saturday October 1, customers will enjoy locally sourced and sustainably produced meals. Signature menu items at the classic 1950s-style stainless steel diner on Warren Street will include a range of eight different burgers; all made using local Grazin' Angus Acres' 100% grass fed and finished Black Angus beef served with hand-cut organic fries, plus a range of homemade organic ice creams and house-made organic sodas from an old fashioned fountain.

"For some time now, I have dreamed about opening a truly sustainable restaurant which serves tasty, nutritious meals using only high-welfare, sustainably produced meat and other ingredients," says Dan Gibson. "Grazin' is that restaurant! We only source our meat, milk and eggs from other Animal Welfare Approved farms who share our concerns about high animal welfare and environmentally friendly farming. And as we only use local suppliers, most of our ingredients will have travelled less than 11 miles from farm to plate, minimizing the carbon footprint of every meal."



Grazin's authentic "Farm to Table - Direct" menu features fresh beef, pork and eggs from Grazin' Angus Acres and fresh milk and pork from Milk Thistle Farm (Ghent, NY), as well as cheeses from Hawthorne Valley Farm (Ghent, NY), Consider Bardwell Farm (West Pawlet, VT) and Finger Lakes Dexter Creamery (King Ferry, NY)--all certified by Animal Welfare Approved. Other ingredients are also sourced from local farms and suppliers, wherever possible. Grazin' will make its own butter and ice cream from the fresh milk from Milk Thistle Farm and its signature menu items will be the eight different versions of the Animal Welfare Approved and 100% grassfed Angus burgers and organic fries. Hawthorne Valley Farm will also custom make the organic burger buns and other baked goods.

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Andrew Gunther, Program Director at Animal Welfare Approved, says, "Grazin' is an exciting new gastronomic experience for the conscientious consumer who wants a delicious, high quality dining experience that won't literally cost the earth. We are proud that Grazin' is the first restaurant in the country to serve meals using only Animal Welfare Approved meat, eggs and dairy products. And diners can rest easy

knowing that our farms are certified to the 'most stringent' animal welfare standards, as recognized by the World Society for the Protection of Animals. While growing numbers of restaurants across the U.S. are choosing to serve menu items using Animal Welfare Approved products, we have been particularly impressed by the commitment of Grazin' Angus Acres and the other local farms involved to ensuring that all the meat, eggs and dairy products served at Grazin' are Animal Welfare Approved."

Grazin' is located at 717 Warren Street in Hudson, NY. The restaurant opens from 11:00 am to 8:00 pm Thursdays, Fridays, Saturdays and Mondays. Grazin' is also open on Sundays for brunch from 9:00 am to 3:00 pm. Call (518) 822-9323 for more information or visit www.grazindiner.com.

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Dan Gibson farms at [Grazin' Angus Acres](#), where his family raises the finest quality 100 percent grassfed Black Angus cattle on a sustainable 450-acre eco-friendly farm, set in the lush rolling hills of northern Columbia County, New York. Grazin' Angus Acres was also the first NYC Greenmarket farm approved by AWA.

[Animal Welfare Approved](#) is a national nonprofit organization that audits, certifies and supports farmers raising their animals according to the highest welfare standards, outdoors on pasture or range. Called a "badge of honor for farmers" and the "gold standard," AWA has come to be the most highly regarded food label when it comes to animal welfare, pasture-based farming, and sustainability. All AWA standards, policies and procedures are available on the AWA website, making it one of the most transparent certifications available.

Animal Welfare Approved's [Online Directory of AWA farms, restaurants and products](#) enables the public to search for AWA farms, restaurants and products by zipcode, keywords, products and type of establishment.