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San Francisco Restaurant Group Reaches One-Half Million Pound Composting Goal

Sellers Markets Celebrates Fifth Anniversary and 500,000 Lbs. Green Milestone

SAN FRANCISCO, CA - When it first opened in 2005, Sellers Markets was a leader in fast-casual dining by providing compostables receptacles next to its recycling and trash bins in its dining rooms. Now celebrating its fifth anniversary in San Francisco, the local sustainable chain of restaurants, with the participation of its customers, has composted a total of 500,000 lbs. of materials/waste.

According to Deb Sellers, co-founder of Sellers Markets, "From day one, we set out to be one of the most environmentally responsible businesses in the United States.

Reaching one-half million pounds of composting in only five years, with the help of our loyal customers, is just one measure of our green success."

At each of Sellers Markets' 3 downtown San Francisco locations, compostables are collected in the kitchens and dining rooms, and in addition to food scraps, all of its to-go containers, packaging, drink cups, and disposable cutlery are compostable. Sellers Markets reports that 90% of its food and beverages are locally sourced, sustainable, and organic, which cares for farming environments as well as reduces carbon footprints. Its comprehensive green initiatives also include a recycling program for non-compostable waste, food bank drops for any consumable foods, and restaurant interiors that are built using recycled and reclaimed materials.

The first Sellers Markets opened in April, 2005, at 388 Market Street at Pine in the heart of the city's Financial District. The menu, featuring Artisan Fresh, high-quality ingredients, made-to-order items, flavorful house-made soups, breads, pastries, dressings, and specialty sauces, along with the restaurant's commitment to local growers, made it an immediate hit. A second location at 595 Market Street, featuring a large outdoor patio, opened in November, 2006, and a third at 721 Market Street near Union Square opened in February, 2009.

With ingredients provided by award-winning California artisanal partners including Niman Ranch sustainable Meats, Earthbound Farms Organic Produce, certified sustainable Petaluma Poultry, and Organic Equator Estate Coffees & Teas, Sellers Markets' recipe for success blends the burgeoning sustainable artisan food revolution with a relaxed ambiance and the convenience of modern fast-casual dining.

In 2006, the San Francisco Mayor's Office, along with the SF Small Business Commission and the Business Alliance for Local Living Economies recognized Sellers Markets as one of city's five Most Innovative Entrepreneurs. Recently, Sellers Markets was awarded a "four-star rating" for its green business practices, joining other nationally-acclaimed green restaurants such as Chez Panisse and The Slanted Door.

“We're really proud of what we've accomplished with our business, and we're happy our customers appreciate not only our great tasting healthy menu, but our commitment to being green as well,” says Sellers.

For more information please visit www.sellersmarkets.com.

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For additional information or to arrange an interview with Deb Sellers, please contact Kevin Sanchez of Hollenbeck Associates at 415-227-1150 ext. 110 or at kevin@hollenbeckassociates.com.