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NEW CONSORTIUM UNITES BOUTIQUE ORGANIC GROWERS AND RESTAURANTS

Mendocino Area Growers Champion Sustainable Agriculture

MENDOCINO, Calif., October 25, 2004 – Following on the heels of Mendocino County's GMO-free initiative, small area growers and food suppliers are forming a cooperative amongst themselves and local restaurants to feature their products.

Restaurateur Gary Robinett, who operates the Elk Cove Inn & Spa's new 'ZEBØ restaurant, initiated this community to help the smallest organic growers and food suppliers bring their products to market. According to Robinett, *"It just seemed silly for area restaurants to overlook good local produce, while having the same products trucked in from miles away. It's a sensible alternative to farmers' markets, and shortens the supply chain."* Robinett clarifies his community as "large gardeners," rather than "small farmers." *The difference*, he says, *"is the care and quality that goes into their work. And this way, we get to deal directly with the hands that work the ground."*

Mendocino's MacCallum House, which deals with somewhat larger local growers, is on a parallel tack to Robinett's unique movement. Jed Ayers and Alan Kantor, respectively Owner and Executive Chef recently hosted a multi-sponsor, open-to-the-public tasting event to draw more attention to their effort.

Elk Cove Inn & Spa Owner David Lieberman says, *"We're dedicated to relaxation and rejuvenation. It's nice to see our whole destination focused on well-being."*

'ZEBØ, a new organic restaurant located at the Elk Cove Inn & Spa serves up bountiful portions of California-inspired, American Bistro cuisine prepared in a modern rustic style, with a robust infusion of mouthwatering Southern flavor. Served up in a dramatic oceanfront setting, meals may be accompanied by cocktails at the town's only full-liquor bar. Perched on a cliff above a mile-long stretch of beach and tucked away in the hamlet of Elk, 150 miles north of San Francisco and minutes from the village of Mendocino, the Elk Cove Inn & Spa has 15 luxurious accommodations. Most of the inn's suites, cottages and Victorian rooms feature spectacular ocean views, and all have private baths, fireplaces, 400 thread count linens and down comforters and featherbeds. Guests enjoy a full buffet breakfast each morning. The Inn's European-style Day Spa offers visitors a full range of therapeutic massage services.

For information or reservations, call 800/275-2967 or visit online at www.elkcoveinn.com.

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