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PRESS RELEASE

MICHIGAN RECEIVES ITS FIRST CERTIFIED ORGANIC RESTAURANT MIND BODY & SPIRITS CONTINUES TO RAISE THE BAR FOR CASUAL INSPIRED DINING

(Rochester, Mich.) October 2, 2009 - Mind Body & Spirits, perhaps the country's most eco-conscious restaurant, announced today that it has been certified USDA Organic by Oregon Tilth, a third-party nonprofit organization supporting and promoting biologically sound and socially equitable agriculture through education, research, advocacy, and certification. In just its first year of operation, Mind Body & Spirits becomes Michigan's first fully certified organic restaurant and one of less than a dozen certified organic restaurants in the country.

For an entire restaurant to achieve organic certification it is extremely rare and the process is far from easy. It requires adherence to strict guidelines for the handling and storage of every product that enters the restaurant, ensuring each item is kept out of contact with a lengthy list of toxic, artificial, or otherwise harmful substances. As well as documentation from each of its vendors supplying USDA certified products and proper identification of organic products for consumers. However, due to the best practices established by owner Mike Plesz, Corporate Executive Chef Stewart McWilliams and their culinary team, lead by Chef de Cuisine Dan Vernia, no significant changes were necessary following Oregon Tilth's extensive audit.

"Although we just received our certification, we have been sourcing organic ingredients since we first opened our doors a year ago and now the Oregon Tilth Organic certification verifies our compliance with the USDA National Organic Program standards," says Chef McWilliams. "However, perhaps just as important as our certification is our relationship with a growing list of local farmers and suppliers. Following the adage of *know your farmer, know your food*, ensures we are getting the best and freshest product possible and supports our local food system."

Mind Body & Spirits has made a number of significant changes to its lunch and dinner menus since opening to rave reviews last October. These changes have reflected the availability of fresh local ingredients that fluctuate throughout the year and the creativity of its culinary team. Updates have also been made to their growing organic wine list, Inspired Treats organic dessert selections, and mixed organic drink selections. As a result, the accolades continue to roll in.

"It's unfortunate that we have reached a point where need to label our food," says Plesz. "And maybe someday certification won't be necessary. But until our food system undergoes a major transformation and people can dine out with confidence knowing their meals are free of added chemicals, hormones and antibiotics, and have not been genetically modified or enhanced, utilizing an accredited third party to verify our food claims is the best defense anyone has right now. We are also well aware," continued Plesz, "that all of the effort we've put into running a sustainable business and obtaining USDA certified status doesn't mean a hill of organic beans if our food isn't affordable and tastes great. So that remains our top priority."

Mind Body & Spirits is located in downtown Rochester, Michigan at the corner of Third and Main Street. Open seven days a week, with outdoor rooftop garden seating seasonally. Lunch is served daily between 11:00 a.m. - 4:30 p.m. Dinner service begins at 4:30 p.m. daily, and serves until 10:00 p.m. Sunday - Thursday, 11:00 p.m. on Friday and Saturday evenings. The Higher Spirits Lounge located on the second level and offers live music on Saturday nights. Brunch selections are available Sundays. For the enjoyment and good health of customers and staff, a smoke-free environment is maintained in the building and on the rooftop garden. Ample parking is available in the surrounding Rochester Downtown Development Authority District surface lots. For further information, including current menus, please visit www.mindbodyspirits.com.

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