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Big Win for San Francisco's Sustainable Seafood Movement: Fog Harbor Fish House Becomes Fisherman's Wharf's First San Francisco Seafood Watch® Alliance Partner Restaurant

San Francisco, CA, August 25, 2011 -- Bringing sustainable seafood to one of the most visited areas in the country, Aquarium of the Bay today welcomed Fog Harbor Fish House as Fisherman's Wharf's first "San Francisco Seafood Watch Alliance Partner" restaurant. Fog Harbor serves over 220,000 visitors every year with a menu that is now filled with 100% sustainable seafood, including wild caught salmon, Dungeness crab and Pacific Cod.

"Welcoming Fog Harbor as Fisherman's Wharf's first San Francisco Seafood Watch Alliance partner is a proud moment for the Aquarium, and a true testament to the power of relationships built with our neighbors at Pier 39," said John Frawley, President and CEO of Aquarium of the Bay and its partner organization, The Bay Institute. "Our conservation team has worked closely with the restaurant over the past year, from initial menu changes to their 100% dedication to serving sustainable seafood. With millions of visitors dining in the area each year, Fog Harbor's dedication is taking delicious, sustainable seafood to scale."

In partnership with Monterey Bay Aquarium's Seafood Watch program, the San Francisco Seafood Watch Alliance Restaurant Program works to help Bay Area restaurants make a commitment to serving ocean-friendly seafood while educating their staff and communicating their commitment to diners. Fisherman's Wharf and PIER 39 welcome an estimated 10 million visitors each year from around the world.

"We are excited to become Fisherman's Wharf's first sustainable seafood restaurant. This helps us take our legacy of creating delicious seafood even further," said Bob Partrite, Vice President of Operations for Fog Harbor Fish House.

Aquarium of the Bay, California Academy of Sciences and the San Francisco Zoo launched the San Francisco Seafood Watch Alliance to help raise consumer, restaurateur and seafood industry awareness of the importance of acquiring seafood from sustainable sources. The organizations provide regional support for Monterey Bay Aquarium's Seafood Watch program. Aquarium of the Bay has helped recruit more than 25 Bay Area partner restaurants since the Alliance was formed in 2009.

"Working with Bob, and the entire Fog Harbor staff, to bring their patrons a menu full of seafood that supports healthy oceans has been such a rewarding experience. Their dedication and perseverance in achieving this goal is a bold example for other restaurants to follow," said Crystal Sanders, Conservation Manager for the Aquarium.

Aquarium of the Bay leads daily visitor programs on sustainable seafood; provides opportunities to connect with local aquatic animals; and shares printed and online guides to sustainable seafood restaurants in the Bay Area. Details are also available at: www.aquariumofthebay.org/conservation/san-francisco-seafood-watch-alliance

About Aquarium of the Bay

Aquarium of the Bay is a 501(c)(3) nonprofit marine nature center affiliated with The Bay Institute. The Aquarium is dedicated to inspiring conservation of San Francisco Bay and its watershed, from the Sierra to the sea. It is accredited by the Association of Zoos and Aquariums (AZA), and certified as a Green Business by the city of San Francisco. Additional information on Aquarium of the Bay is available at www.aquariumofthebay.org, and on The Bay Institute at www.bay.org.

About the Monterey Bay Aquarium Seafood Watch® program

The mission of the nonprofit Monterey Bay Aquarium is to inspire conservation of the oceans. The Aquarium's Seafood Watch® program empowers seafood consumers and businesses to make choices for healthy oceans. In doing so, the program works to transform seafood markets in ways that create incentives for ocean-friendly fishing and fish-farming operations. Seafood Watch® provides science-based seafood recommendations through its website, iPhone and Android app and pocket guides, and works with over 200 partners nationwide to educate consumers and businesses about this important issue. www.montereybayaquarium.org, www.seafoodwatch.org.

About Fog Harbor

For more than 30 years, Simmons family establishments have been favorite destinations in San Francisco. The Simmons family created and developed PIER 39, national Mexican restaurant chain - Chevys Fresh Mex, and other Bay Area restaurant concepts. They own and operate some of the most unique dining destinations in Fisherman's Wharf, including Fog Harbor Fish House. For more information, visit <http://fogharborfishhouse.com>.

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