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*For Immediate Release*

**BURGERVILLE ANNOUNCES FOOD ALLIANCE CERTIFIED SUPPLY CHAIN FOR SEASONAL PUMPKIN MILKSHAKES AND SMOOTHIES**

*Pacific Northwest chain partners with local food system to create a sustainable supply chain*

**VANCOUVER, Wash. – October 6, 2009** – Burgerville, the iconic chain of quick service restaurants known for its commitment to sustainability, has created a Food Alliance Certified supply chain for the central ingredient in one of their popular seasonal menu items: the Pumpkin Milkshakes and Smoothies.

The farm-to-cup supply chain for Burgerville's Pumpkin Milkshakes and Smoothies starts in the pumpkin fields at Stahlbush Island Farms, a Food Alliance Certified grower and puree processor, followed by processing, seasoning and packaging of the pumpkin puree at Truitt Bros. Inc, a Food Alliance Certified processor in Salem, Oregon. Burgerville serves the pumpkin in its seasonal milkshakes at all of its 39 restaurants in Oregon and Southwest Washington, and at its mobile Burgerville Nomad.

"We have a commitment to building long term relationships with local growers, and these Pumpkin Milkshakes and Smoothies are a practical example of how we can work together to create a more sustainable food supply chain," said Alison Dennis, director of supply chain at Burgerville. "We value the involvement of all our partners in bringing the best of our region's ingredients from the farm to our restaurant tables, especially now with the added value and meaning behind having a completely Food Alliance Certified supply chain."

Food Alliance is a non-profit organization founded in 1997 that certifies farms, ranches, food processors and distributors for sustainable agriculture and production practices. Businesses that meet Food Alliance's standards, as determined by a third-party site inspection, use certification to make credible claims for social and environmental responsibility, differentiating their products and strengthening their brands.

"Sustainable agriculture is the ability to produce safe, healthy, delicious, and affordable food to meet needs without degrading agricultural lands, the quality of life in our communities, or the

resiliency of the broader ecosystems on which we all depend,” said Scott Exo, Food Alliance’s executive director.

Before the delicious finished product reaches Burgerville guests, the pumpkins used to make the milkshakes and smoothies are first grown at Stahlbush Island Farms, located in Oregon’s lush Willamette Valley. Stahlbush Island Farms is an environmentally-friendly and socially responsible farm and food processor committed to sustainable agriculture. Founded by Bill and Karla Chambers in 1985, it became the first farm to become Food Alliance Certified.

The pumpkin puree from Stahlbush Island Farms is then processed by Truitt Bros. Inc., a Salem, Oregon-based custom food manufacturer that is located just down the road from the farm and produces the puree used as the main ingredient in Burgerville’s Pumpkin Milkshakes and Smoothies.

“What this means for Burgerville’s guests is that they can trust the continuity of sustainable stewardship that goes into bringing our Pumpkin Milkshakes and Smoothies to the table,” said Dennis. “What this means for our regional food system is that we’re collaborating here in the Pacific Northwest to create sustainable ways of doing business together that other regions and industry sectors can follow.”

A video was created to demonstrate the partnership behind the Burgerville Pumpkin Milkshakes and Smoothies, and traces the supply chain from the Stahlbush Island Farms, to Truitt Bros. and finally to the Burgerville restaurants. The video is available at: [www.foodalliance.org/bvpumpkins](http://www.foodalliance.org/bvpumpkins).

### **About Burgerville**

Burgerville is a quick service restaurant company with 39 locations throughout Oregon and Southwest Washington, serving guests fresh, great tasting food from a mission to “serve with love.” Burgerville’s values extend beyond locally grown berries, all-natural beef, Walla Walla onions and cage-free eggs. At Burgerville, the commitment to fresh, local and sustainable values is about helping people and communities thrive. The innovative company, established in 1961, is redefining industry norms by providing affordable health care for hourly employees and their dependents, purchasing wind power equal to their total energy use, converting used trans-fat free cooking oil to biodiesel and implementing comprehensive resource stewardship and recycling. For more information about Burgerville, please visit [www.burgerville.com](http://www.burgerville.com).

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