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FOR IMMEDIATE RELEASE

### **Albert Straus Honored with a Standing Ovation**

**MARSHALL, CA, May 13, 2010** – Albert Straus, President of Straus Family Creamery, will be honored with a Standing Ovation from The San Francisco Museum and Historical Society (SFMHS) for his work as an important food innovator in the Bay Area.

The SFMHS is a non-profit organization dedicated to the preservation, interpretation, and presentation of the rich historical heritage of San Francisco and the Bay Area. Now in its twentieth year, SFMHS fulfills its mission of preserving Bay Area history through a broad spectrum of programs and special events, such as history walks, the Barbary Coast Trail and Standing Ovations - its annual celebration of San Francisco culture.

For three weekends in May the National Historic Landmark Old U.S. Mint is presenting exhibits to the public exploring the past, present and future of food and drink in the San Francisco Bay Area.

This special temporary exhibit will feature many of the Bay Area's most important Food and Drink innovations, including the development of organic standards, the connections between producer and diner, and innovative approaches to ethnic and regional cuisine. Eight exhibit galleries will highlight regional products that are known throughout the world, such as wine, cheese, bread, seafood, chocolate, and fresh produce.

The exhibit will explore two important trends: Restoring the Past- How we are reviving practices from the past because they are the right solutions for growing and preparing our food today; and Modern Innovations- How we are changing the way we eat and drink for the better.

The Gala Opening Event, on May 13, honors Straus, as well as other food notables Bill Fujimoto (Monterey Market), Bill Niman (Niman Ranch), Nancy Oakes (Boulevard), Charles Phan (Slanted Door), Judy Rodgers (Zuni Café), Annie Somerville (Greens Restaurant), Alice Waters (Chez Panisse), and Warren Weber (Star Route Farms).

“Albert has dedicated his life to organic farming,” says Rich Martin, Vice President of Marketing and Sales at Straus Family Creamery, “we’re all very proud of this honor acknowledging his work in maintaining the integrity of the organic standards, as well as his role as an organic dairy pioneer.”

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