



236 Culver Street • Saugatuck, Michigan 49453 • (269) 455-5112 • [Coast236.com](http://Coast236.com)

FOR IMMEDIATE RELEASE

MEDIA CONTACT

Theresa Hennessey Barcy  
(773) 960-7276  
[theresa@tmhpublicrelations.com](mailto:theresa@tmhpublicrelations.com)

## Coast 236 Honored by James Beard Foundation as Smart Catch Leader

*The prestigious designation recognizes the Saugatuck, Michigan restaurant's ongoing commitment to sustainable seafood sourcing*

**SAUGATUCK, MICHIGAN (December 2, 2021)** – Saugatuck's [Coast 236](http://Coast236.com) announced today that it has been recognized by the [James Beard Foundation](http://JamesBeardFoundation.org) as a [Smart Catch Leader](http://SmartCatchLeader.com) for its ongoing commitment to sustainable seafood sourcing.

Smart Catch is an educational program created by chefs, for chefs with the purpose of increasing the sustainability of the seafood offered on menus. It provides chefs with training and support so they can serve seafood that is produced in sustainable ways. By becoming a Smart Catch Leader and earning the Smart Catch seal, chefs give consumers a simple way to identify and support restaurants that are working to protect the world's oceans.

"Since the beginning of my culinary career, I've been passionate about responsible food sourcing and creating sustainable cuisine," said Coast 236 Executive Chef Rick Bower. "The sustainable fish purchasing program at Coast 236 provides our guests with an enhanced dining experience and contributes to the Saugatuck community in a responsible way. We are honored that the James Beard Foundation has recognized us as a Smart Catch Leader as a result of these efforts to promote sustainability through our menu and philosophy."

In order to be recognized as a Smart Catch Leader, a restaurant's menu must meet or exceed 80% sustainability, and include no more than two [Red List](http://RedList.com) items that total 8% volume or less. Red items are seafood that is overfished, or caught or farmed in ways that harm other marine life.

With more than 90% of the world's fisheries either fully fished or overfished, preserving marine life to assure stable fishing stocks and promoting sustainably farmed options is more important than ever. Chefs are uniquely positioned to create positive change in seafood supply chains and influence consumer behavior. Through the Smart Catch program, they have a chance to use their influence to lead industry efforts to maintain healthy, sustainable food sources today, and for future generations.

To learn more about the James Beard Foundation's Smart Catch program, visit [jamesbeard.org/smart-catch](http://jamesbeard.org/smart-catch). To stay up-to-date on Coast 236's latest happenings, follow the restaurant and bar on [Facebook](https://www.facebook.com/coast236) and [Instagram](https://www.instagram.com/coast236), and visit [Coast236.com](http://Coast236.com).

###

## ABOUT COAST 236

Located in Saugatuck, Michigan, [Coast 236](#) features fine food, craft cocktails, and a cozy atmosphere. The upscale restaurant and bar sources meaningful ingredients from water and land, and passionately crafts approachable, coastal-inspired fare that's infused with unexpected detail. Coast 236 was recently honored by Wine Spectator with a 2021 Restaurant Award of Excellence.

## ABOUT THE JAMES BEARD FOUNDATION

The James Beard Foundation celebrates and supports the people behind America's food culture, while pushing for new standards in the restaurant industry to create a future where all have the opportunity to thrive. Established over 30 years ago, the Foundation has highlighted the centrality of food culture in our daily lives and is committed to supporting a resilient and flourishing industry that honors its diverse communities. By amplifying new voices, celebrating those leading the way, and supporting those on the path to do so, the Foundation is working to create a more equitable and sustainable future – what we call Good Food for Good™. As a result of the COVID-19 pandemic, the James Beard Foundation launched the Open for Good campaign to ensure that independent restaurants not only survive, but that the industry is able to rebuild stronger than before. For more information, subscribe to the digital newsletter Beard Bites and follow [@beardfoundation](#) on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#), and [Clubhouse](#). The James Beard Foundation is a national not-for-profit 501c(3) organization based in New York City.