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**JAMES BEARD FOUNDATION ANNOUNCES 2008 LIFETIME ACHIEVEMENT
AWARD RECIPIENT: FRITZ MAYTAG**

NEW YORK, NY (March 24, 2008) - At a press breakfast at the historic James Beard House in Greenwich Village, this morning the James Beard Foundation announced the recipient of the 2008 James Beard Foundation Lifetime Achievement Award: Fritz Maytag. The annual award goes to an individual whose body of work has had a significant impact on the way we cook, eat, and think about food in America. For details about the 2008 James Beard Foundation Awards, please visit the website, www.jbfawards.com.



Fritz Maytag

In 1965 Fritz Maytag acquired the Anchor Brewing Company of San Francisco and became a pioneer of American microbrewing. Since then, he has not only preserved the tradition of Anchor Steam Beer, but he has also made Anchor a national brand without ever compromising his high standards. In the 1980s

and 1990s, due in part to Maytag's example, more than one thousand small breweries sprouted up all over the country. Today, American microbrewed beers rate among the finest beers in the world, and the return to traditional brewing methods has become a world-wide phenomenon, producing a veritable flood of creative and delicious beers.

In 1993 Maytag launched the Anchor Distilling Company whose Old Potrero Rye Whiskey and Junipero Gin quickly became models for a burgeoning artisanal distilling movement in America and around the world.

In addition to his position as president and brewmaster of Anchor, since the 1960s Maytag has steered his family's Maytag Dairy Farms in Newton, Iowa. Maytag Blue cheese, produced since 1941, was a creation of Fritz's father, and the company has been a leader in the American artisanal cheese renaissance. Sold almost entirely by mail for the first few decades, Maytag Blue has become a familiar sight in fine restaurants and food shops in recent years.

Maytag is also the owner of York Creek Vineyards in the Spring Mountain District above St. Helena, where he grows more than a dozen grape varieties, and last year celebrated his 39th harvest.

In 2003 he won the James Beard Foundation Outstanding Wine and Spirits Professional Award. He currently serves on the Foundation's National Advisory Board.

About the James Beard Foundation

The James Beard Foundation is dedicated to celebrating, preserving, and nurturing America's culinary heritage and diversity in order to elevate the appreciation of our culinary excellence. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in

1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, and publications, and by maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. For more information, please visit www.jamesbeard.org.

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