

**REGIONAL RESTAURANTS LEADING THE WAY:
PIPIT REACHES FOOD MADE GOOD'S HIGHEST LEVEL**

*Pipit joins the first three Australian restaurants to achieve the highest three-star rating in the Food Made Good Standard, an internationally recognised sustainability certification for the hospitality sector.
Pipit is proudly the first New South Wales, and regional Tweed Coast venue to do so.*

POTTSVILLE, NSW

Pipit has become the first New South Wales and regional Tweed Coast restaurant to achieve three stars in the internationally recognised Food Made Good Standard certification.

Pipit is one of just three Australian restaurants to achieve the highest three-star certification, alongside excellence demonstrated at Brae (Victoria) and The Salopian Inn (South Australia)

The Food Made Good Standard uniquely assesses restaurants across areas including ingredient sourcing, food waste, environmental impact, people, community and responsible business.

The Sustainable Restaurant Association operates in more than 50 countries with over 15,000 professional kitchens to date including Australia since 2025. 21 Australian venues are now either working towards or have completed certification.

"Australia's ambitious and innovative hospitality sector makes it a natural market for The SRA, with businesses increasingly looking for credible ways to measure, improve and communicate their sustainability performance." says Juliane Caillouette-Noble, CEO of The Sustainable Restaurant Association.

For Pipit owners Ben Devlin and Yen Trinh, the certification reflects a sustainability ethos that has been embedded in the restaurant since opening in Pottsville in 2019.

"This measures the work that happens behind the scenes every day, from the fishermen and local farmers we support, how we use every part of an ingredient and how we think about waste, our team and our place in a wider Northern Rivers region," says Ben Devlin.

The Food Made Good certification builds on Pipit's ongoing sustainability work, previously recognised through in the Tweed Shire Council Sustainability Awards, National Seafood Excellence Awards, North Coast Tourism Business Leadership Awards and as chef ambassadors to the Australian Marine Conservation Society's Good Fish Project.

From a small coastal town in Northern NSW, Pipit is demonstrating how regional restaurants can lead the conversation around sustainable seafood, responsible hospitality and the future of Australian dining.

A key part of Pipit's open kitchen, dining experience and sustainability ethos is transparency. Since 2021 the restaurant has publicly shared its full Sustainability Restaurant Policy, documenting its actions in seafood, local sourcing, waste, energy, staff and community to also help encourage other restaurants and diners to also share the same. <https://www.pipitrestaurant.com/sustainability>

"Sustainability has no end point" says Yen Trinh. "It's about continually asking better questions, looking at systems and finding creative ways to improve."

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MEDIA ENQUIRIES:

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PIPIT high-resolution images available

<https://www.dropbox.com/scl/fo/yivtjxiezjntda26egxk4/AKKhGW125cNlcISO9y179ho?rlkey=tk0tce9eaf7wqwnsxo-zzbqcmk&dl=0>

MORE ABOUT PIPIT RESTAURANT

Pipit Restaurant in Pottsville, NSW, showcases sustainable seafood, wood-fired cooking, and the flavours of the Northern Rivers. Led by award-winning chef Ben Devlin, Pipit has earned consecutive Two Chef Hats, Regional Restaurant of the Year, and a place on the global 2025 Best Chef List.

Devlin previously worked at Noma, Esquire, and Halcyon House before opening Pipit in 2019. His menus highlight seasonal produce, sustainable seafood, cooked over wood fire in an open kitchen. Pipit also stands out for its Gyotaku seafood art, uniquely sharing it through prints, classes, and dining experiences that are found nowhere else in Australia.

- Address: Shop 4/ 8 Coronation Avenue, Pottsville NSW 2489
- Website: <https://www.pipitrestaurant.com/>
- Social media handle: @pipitrestaurant

MORE FROM THE SUSTAINABLE RESTAURANT ASSOCIATION (THE SRA)

"A very well-earned three stars for an independently-owned restaurant putting thoughtful social and environmental practices into action across the business. Pipit is richly connected to its coastal region, buying from 40+ businesses within a 45-minute drive and sharing those relationships with diners through its Produce Map, helping guests discover and support local suppliers directly. Its work around seafood is a particular strength. Pipit also does good in its wider community, while openly sharing its sustainability policies and actions to wider industry. An exemplary Australian hospitality business extending its impact outside its own operations to support positive change across the industry." says Juliane Caillouette- Noble, CEO of The Sustainable Restaurant Association.

ABOUT THE SUSTAINABLE RESTAURANT ASSOCIATION (THE SRA)

[The Sustainable Restaurant Association](#) (The SRA) is on a mission to accelerate positive change through the hospitality industry. Since 2010, The SRA has set the Standard for sustainable food and drink businesses, connecting businesses across the globe to rebuild the hospitality sector into one that is socially progressive and environmentally restorative. They do this through the world's leading sustainability certification tailored for the sector, the Food Made Good Standard (more details below), as well as through consultancy work, training, resource development and strategic partnerships.

Since entering the Australian market, The SRA has worked closely with Circular Hospitality Australia (CHA), a newly formed collective comprising food and hospitality communicator Joanna Savill, Jeanine Bribosia, founder and director of hospitality PR and brand strategy agency The Cru, and Rebecca Bernstone, a food business consultant specialising in sustainable business management. Together, they are working to build awareness of the Food Made Good Standard and support hospitality businesses to understand, adopt and communicate more sustainable practices.

ABOUT THE FOOD MADE GOOD STANDARD

Created by The Sustainable Restaurant Association, the [Food Made Good Standard](#) is a global sustainability certification for the hospitality industry. The Standard has been driving action in foodservice for over 16 years, with the first global version launched in 2023. The Standard is awarded to restaurants and other F&B businesses around the world that meet a set of rigorous, measurable criteria across three main focus areas: Sourcing, Society and Environment. The certification aims to encourage, support and recognise sustainability practices across the F&B industry worldwide.

The Food Made Good Standard takes a big-picture, holistic view of what sustainability should mean for the hospitality industry. Undertaking this work means a restaurant is not only minimising food waste, carbon emissions or water use, but also implementing sustainable sourcing policies, designing menus that are good for both people and planet, treating staff with compassion and dignity, and getting involved in the local community. The Standard changes what it means to be a sustainable restaurant in the 21st century.

- Website: <https://thesra.org/>
- Instagram: [@foodmadegood](#)
- LinkedIn: [The Sustainable Restaurant Association](#)

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