

plate
Take food further.

CHEFS
TO WATCH

October 2018

Celebrating the heart & soul of today's most innovative chefs.

Plate's "Chefs to Watch" issue has struck a chord with readers and advertisers, all sharing in the same mission: working to innovate and elevate food—to take food further.

With our Chefs to Watch issues, our editors identify a unique group of up-and-coming chefs whose creativity, soulfulness and passion for food epitomize Plate's mission.





What makes this issue so unique?

No other magazine in foodservice focuses on chefs the way Plate does, making them the heroes of our story. The talent, creativity and passion of these chefs inspires thousands of others, forming a strong connection among all of Plate's readers.

Who are the Chefs to Watch?

These chefs show us creative and innovative food, but they also show us there is a growing influence of chefs across the entire restaurant industry.

Through the voices of Chefs to Watch, we've learned their personalities are deeply embedded in the food they create. Their food reflects their passion, blends their culture and pays homage to their heritage, marrying local and global in thoughtful and reflective ways.

These chefs are courageous, fearless, bold and daring. Hand-crafting is the norm rather than the exception. No matter the cuisine, ingredients are receiving the utmost respect. Our chefs are retooling age-old techniques and creating food that is simple, yet distinguished in flavor.

"We want everybody to sit and get into the journey with us."

—Scott Anderson,
Elements,
Princeton, N.J.



"Everything is really personal...to be a good artist you have to be vulnerable."

—Diana Davila, Mi Tocaya
Antojeria, Chicago



What's so special about the Chefs to Watch issue?

- It's the perfect expression of Plate's mission to "take food further."
- It's all about the chefs, their passion and their art.
- Prior to publication, we deploy a major campaign through e-blasts and promotions via web and print—including a P.R. campaign—to build excitement and anticipation among readers. The featured chefs are not revealed until the issue is published.
- This issue increases social media traffic dramatically with content that users are compelled to share.
- As a special franchise issue, this fifth annual edition of Chefs to Watch is highly anticipated throughout the industry and among chefs/readers everywhere.



Chefs to Watch — Class of 2017

Aaron Adams
Farm Spirit
Portland, Ore.

Kim Alter
Nightbird
San Francisco

Andrew Bachelier
Campfire
Carlsbad, Calif.

Tom Berry
Ruka
Boston

Carrie and Rupert Blease
Lord Stanley
San Francisco

Lou Boquila
Perla
Philadelphia

Tracy Chang
Pagu
Cambridge, Mass.

Diana Dávila
Mi Tocaya Antojería
Chicago

Michael and Tara Gallina
Vicia
St. Louis

Andre Gomez
Porch Light Latin Kitchen
Smyrna, Ga.

Mason Hereford
Turkey and the Wolf
New Orleans

Jonny Hunter
Forequarter
Madison, Wis.

Ryan Lachaine
Riel
Houston

Jeremiah Langhorne
The Dabney
Washington, D.C.

Tommy Lee
Hop Alley and Uncle
Denver

Dave Park
Hanbun
Westmont, Ill.

Junghyun "JP" Park
Atoboy
New York City

David and Anna Posey
Elske
Chicago

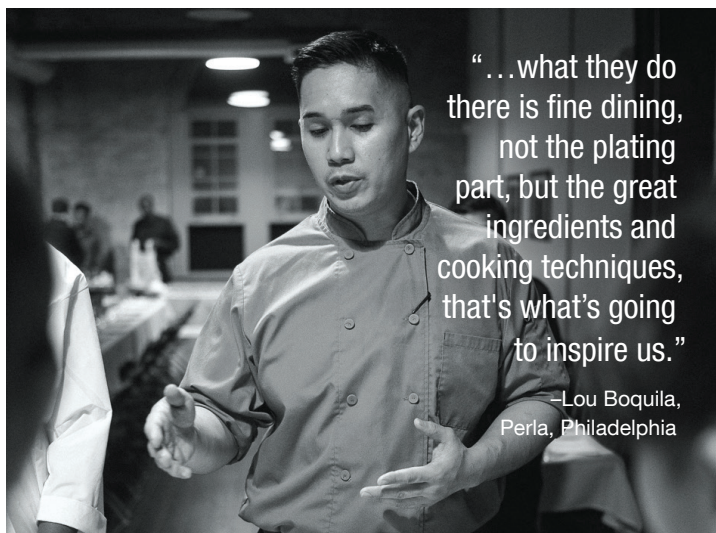
Steve Samson
Rossoblu
Los Angeles

Trevor Stockton
RT Lodge
Maryville, Tenn.

Benjamin Sukle
Birch and Oberlin
Providence, R.I.

**John and Nyna
Weatherson**
Restaurant Trokay
Truckee, Calif.

Kate Williams
Lady of the House
Detroit



CHEFS TO WATCH



“...I loved cooking growing up...that’s what moved me to be in this industry—to relive my childhood in a different way and share it with others.”

—Tracy Chang, Pagu, Cambridge, Mass.



Be part of the 2018 Chefs To Watch issue.

Closing date:

September 5, 2018

Material due date:

September 17, 2018



“When you see a plate in front of you, it’s not unfamiliar or going to scare you away. There’s a lot of love and technique that go into it.”

—Trevor Stockton, RT Lodge, Maryville, Tenn.



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Contact your Plate representative to be part of this issue.

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