



plate  
Take food further.

# 2019 Chefs to Watch

Released September 10, 2019

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

Plate's "Chefs to Watch" has lit a fire of enthusiasm among readers and advertisers alike, who share Plate's mission: to innovate and elevate food—to take food further.

With our annual Chefs to Watch, our editors discover the innovators before they're "discovered." We search the nation's food landscape to identify a unique company of rising chef stars whose creative, soulful approach to food mirrors the heart of Plate.

Showcase your product alongside  
these up and coming chefs by advertising  
in the September/October issue

**Ad closing date:**  
August 5, 2019

**Material due date:**  
August 19, 2019





## What makes Plate's Chefs to Watch so unique?

No other foodservice brand focuses on the stories of chefs the way Plate does. Here, chefs are superheroes. Their ingenuity and their vibrant excitement for both the creative process and the people they serve provide inspiration to thousands of other chefs. It's a bond among readers that's constantly evolving, deepening with their connection to Plate.

## Who are the Chefs to Watch?

These chefs show us creative and innovative food, but they also show us the widening influence of chefs across the restaurant industry.

Through the voices of Chefs to Watch, we've learned their personalities are closely entwined with the food they create. Their food echoes their passion, blends their culture and honors their heritage, fusing local and global in thoughtful and reflective ways. Handcrafting is the norm rather than the exception. No matter the cuisine, ingredients are treated with utmost respect. Full of courage, adventure, joy and determination, our chefs are retooling age-old techniques and creating food that is simple yet distinguished in flavor.



"When I started cooking my own food, I created some really cool techniques or, better yet, improved upon it. Even my own family was like, 'Dammmmmmn, Thai!'"

—Thai Dang,  
HaiSous, Cà Phê Dá,  
Chicago



"[My food?] It's like an auntie and a Southern lady met and decided to cook together."

—Samantha Fore,  
Tuk Tuk Sri Lankan Bites,  
Lexington, Ky.



## Why should you advertise in Plate's Chefs to Watch?

- 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 release, 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 list is officially released in print, online and across social media channels.
- The release increases social media traffic dramatically with content that users are compelled to share.
- As a special franchise, this sixth annual edition of Chefs to Watch is highly anticipated throughout the industry and among chefs everywhere.
- Ask about our special **RELEASE SPONSORSHIP** synchronized across our print, web, digital and social channels.



## Chefs to Watch Class of 2018

(Pictured left: Jonathan Whitener,  
Here's Looking at You, Los Angeles)

### Unmi Abkin

Coco and the Cellar Bar  
Easthampton, Mass.

### Brittany Anderson

Metzger Bar & Butchery  
Richmond, Va.

### Nyesha Arrington

Native  
Santa Monica, Calif.

### Reem Assil

Reem's California and Dyafa  
Oakland, Calif.

### Thai Dang

HaiSous, Cà Phê Đá  
Chicago

### Samantha Fore

Tuk Tuk Sri Lankan Bites  
Lexington, Ky.

### Angela Garbacz

Goldenrod Pastries  
Lincoln, Neb.

### Nicholas Goellner

The Antler Room  
Kansas City, Mo.

### Spencer Gomez

Holeman & Finch  
Atlanta

### Chris Kajioka & Anthony Rush

Senia  
Honolulu

### Carlo Lamagna

Magna  
Portland, Ore.

### David Nayfeld

Che Fico  
San Francisco

### Jimmy Papadopoulos

Bellemore  
Chicago

### Greg Proechel

Ferris  
New York

### Nathaniel Reid

Nathaniel Reid Bakery  
Kirkwood, Mo.

### Ryan Santos

Please  
Cincinnati

### Joshua Smith

Moody's Delicatessen  
and The Backroom  
Waltham, Mass.

### T.J. Steele

Claro  
Brooklyn, N.Y.

### Adam Tortosa

Robin  
San Francisco

### Jeremy Umansky

Larder  
Cleveland

### Chad Valencia

Lasa  
Los Angeles

### Dan Van Rite & Dan Jacobs

DanDan, EsterEv,  
Batches, Fauntleroy  
Milwaukee

### Jonathan Whitener

Here's Looking at You  
Los Angeles

### Erling Wu-Bower

Pacific Standard Time  
Chicago

### Jonathan Zaragoza

Birrieria Zaragoza  
Chicago



## CHEFS TO WATCH



"We just have a good homey vibe here. And people seem to be passionate about it as well... that's what makes it not really feel like work."

—T.J. Steele, Claro, Brooklyn, N.Y.

"I was sitting across from my wife, and we're eating King's Hawaiian rolls, and I said, 'I'm going to make these, but do them badass.'"

—Jimmy Papadopoulos, Bellemore, Chicago



## Connect with Chefs... Advertise and Be Part of the Excitement

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### BONUS DISTRIBUTION:

Produce Marketing Association

CIA Worlds of Flavor Conference



"We love to have fun in our kitchen. We love to have people smiling and feel joy in their heart... that is the true intangible ingredient in a recipe."

—Nyesha Arrington, Native, Santa Monica, Calif.



**plate**  
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Contact your Plate rep to position your brand among this year's Chefs to Watch

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