

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 ageold 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, "Dammmmmn, Thai!"

–Thai Dang, HaiSous, Cà Phê Dá, Chicago





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.



Easthampton, Mass

"The people here just let me do what I want to do, and they don't question if one day we have Moroccan food and the next day we're on to Mexican." —Unmi Abkin, Coco and the Cellar Bar



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 Dá 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

Chefs to Watch Class of 2018

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

> **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



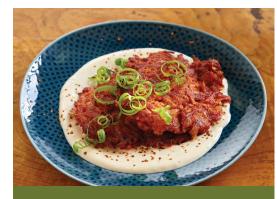
"We just have a good homey vibe here. And people seem to be passionate about it as well... that's what makes it not really feel like work." -T.J. Steele, Claro, Brooklyn, N.Y. "I was sitting across from my wife, and we're eating King's Hawaiian rolls, and I said, 'I'm going to make these, but do them 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.





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

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