



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



"This restaurant is really a bit of insight into who I am and how I like to entertain."

—David Nayfeld,
Che Fico
San Francisco





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 Đá,
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.



"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,
Easthampton, Mass.

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.

Nyasha 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.



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

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