



# CHEFS TO WATCH OCTOBER 2016

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

Plate's "30 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.

And now, due to its overwhelming popularity in 2014 and 2015, Chefs to Watch is expanding in 2016. Above and beyond the six regular themed issues of the magazine, Chefs to Watch will now be a permanent staple as a special 7th issue, with its own section on the all-new PlateOnline.com.





## 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.



"Our food is a reflection of our ethnic heritage, with a nod to the past and an eye to the future."

—Chef Andrew Le,  
The Pig and The Lady, Honolulu



"Our food is more about traditional simple flavors, elevated."

—Chefs Ori Menashe and Genevieve Gergis,  
Bestia, Los Angeles

## 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 third annual edition of Chefs to Watch is highly anticipated throughout the industry and among chefs/readers everywhere.
- The 2015 Chefs to Watch issue was the largest issue in Plate's history in terms of both advertising and editorial pages, with a folio over 125 pages.



## Chefs to Watch — Class of 2015

**David Barzelay**

Lazy Bear, San Francisco

**Thomas Boemer**

Corner Table, Minneapolis

**Alex Chang**

Vagabond, Miami

**Michael Corvino**

 The American Restaurant,  
 Kansas City

**Nick Erven**

Saint Martha, Los Angeles

**Michael Fojtasek/  
Grae Nonas**

Olamaie, Austin

**Phillip Foss**

El Ideas, Chicago

**Michael Friedman**

Red Hen, Washington DC

**Markus Glocker**

Bâtard, New York City

**Chris Gould**

 Central Provisions,  
 Portland, ME

**Michael Gulotta**

Mopho, New Orleans

**Evan Hennessey**

 Stages at One Washington,  
 Dover, NH

**Andy Hollyday**

Seldon Standard, Detroit

**Bruce Kalman**

Union, Pasadena

**Ravi Kapur**

 Liholiho Yacht Club,  
 San Francisco

**Trevor Kunk**

Press, St. Helena

**Andrew Le**

 The Pig & The Lady,  
 Honolulu

**Andrew Little**

Josephine, Nashville

**Zach Meloy**

Better Half, Atlanta

**Ori Menashe/  
Genevieve Gergis**

Bestia, Los Angeles

**Dave & Megan Miller**

Baker Miller, Chicago

**Preeti Mistry**

 Juhu Beach Club,  
 Oakland

**Cassie Piuma**

Sarma, Boston

**Mitch Prensky**

Supper, Philadelphia

**Ryan Roadhouse**

Nodoguro, Portland, OR

**José Ramírez-Ruiz/  
Pam Yung**

Semilla, New York City

**Yehuda Sichel**

Abe Fisher, Philadelphia

**Michael Serpa**

Select Oyster Bar, Boston

**David Uygur**

Lucia, Dallas

**Lee Wolen**

Boka, Chicago

Learn more [here](#). Meet the Class of 2014 [here](#).



"What our regulars  
love is the  
interaction with  
the chef in  
the kitchen."

—Chef Preeti Mistry,  
 Juhu Beach Club,  
 Oakland



CHEFS TO WATCH



“This is a celebratory experience, reveling in the food rather than treating the restaurant as a temple to fine dining...we wanted people to talk about the food and celebrate the food.”

—Chef David Barzelay, Lazy Bear, San Francisco



Be part of the 2016 Chefs To Watch issue.

Closing date:  
September 12, 2016

Material due date:  
September 27, 2016



“You can never settle for what you just did. Be happy about it, but refine it to surpass it. Every step in the kitchen is a learning experience.”

—Chef Evan Hennessey, Stages at One Washington, Dover, N.H.



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