



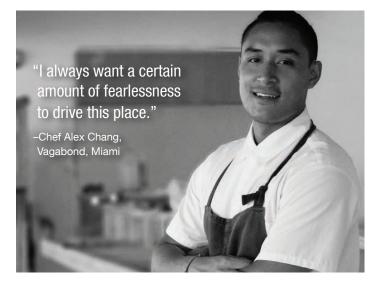
CHES TO WAT CH OCTOBER 2016

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





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 Gerais**

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.



"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







Contact your Plate representative to be part of this issue.

Publisher Steven Mayer 312.274.2211 smayer@plateonline.com Associate Publisher Gerald White 312.274.2213 gwhite@plateonline.com Director of Sales and Marketing Karen Fenske 312.266.0431 kfenske@plateonline.com Account Executive
Rachel Walker
312.266.3380
rwalker@plateonline.com