

# Celebrating the heart & soul of today's chefs

Plate's Chefs to Watch issue has struck a chord with readers all sharing a passion to create delicious food.

In our annual Chefs to Watch issue, our editors identify a unique group of up-and-coming chefs whose creativity and soulfulness in their cooking and fervent desire to elevate their food epitomizes the mission of Plate.

An all-new class of brilliant and innovative chefs will be revealed as the 2017 Chefs to Watch issue is released. Anticipation builds in the industry awaiting the release of this new list.















# What makes this issue so unique?

No other magazine in the restaurant industry illuminates chefs quite the way Plate does. They are the heroes of our story and their talent and creativity inspire thousands of others, forming a strong connection among 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 restaurant industry.

Through the voices of these Chefs to Watch, we've discovered their personalities and beliefs 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.



"I realized food doesn't have to be pretentious. At the end of the day, food just has to taste good."

-Chef Vinson Petrillo, Zero Restaurant + Bar, Charleston

"We just follow our heart and cook the food we are most passionate about."

-Chef Michael Pagliarini, Giulia, Cambridge,





## What's special about the Chefs to Watch issue?

- It explores new chefs and cuisine, and inspires Plate's readers to push the boundaries of their own creativity.
- It's all about chefs—their passion, their food, their beliefs and their craft.
- Prior to publication, we deploy a 360° promotional campaign through print, digital and e-blast efforts to build anticipation and generate excitement among readers. Featured chefs are not revealed until publish date.
- This issue increases social media traffic dramatically with content that users are compelled to share.
- Chefs to Watch popularity has made it one of the most highly anticipated issues throughout the industry.
- This special issue is Plate's largest to date in advertising and editorial pages combined.





## Chefs to Watch — Class of 2016

#### **Perry Hoffman**

SHED Café, Healdsburg, Calif.

#### **Katy Millard**

Coquine, Portland, Ore.

#### Zack Hall

Clark Street Bread, Los Angeles

#### **Vinson Petrillo**

Zero Restaurant + Bar, Charleston

#### **Greg Baxtrom**

Olmsted, Brooklyn

#### **Justin Severino**

Cure and Morcilla, Pittsburgh

#### **Marc Sheehan**

Loyal Nine, Cambridge, Mass.

#### Brian Enyart and Jennifer Jones Enyart

Dos Urban Cantina, Chicago

#### Jon Sybert

Tail Up Goat, Washington, D.C.

#### **Angela Hernandez**

Top Knot, Dallas

#### **Erick Harcey**

Upton 43, Minneapolis

#### Matt Bolus

The 404 Kitchen, Nashville

#### Noah Sandoval and Genie Kwon

Oriole, Chicago

#### Edouardo Jordan

Salare, Seattle

#### **Wes Avila**

Guerrilla Tacos, Los Angeles

#### **Cameron Grant**

Osteria Langhe and Animale, Chicago

#### **Jessi Singh**

Babu Ji, New York City

#### Michael Pagliarini

Giulia, Cambridge, Mass.

#### Melissa Chou

Mister Jiu's, San Francisco

#### Erik Ramirez

Llama Inn, Brooklyn

#### **Mashama Bailey**

The Grey, Savannah, Ga.

#### **Kevin Meehan**

Kali, Los Angeles

#### **Nina Compton**

Compère Lapin, New Orleans

#### **Ryan McCaskey**

Acadia, Chicago

### Scott Schroeder and Pat O'Malley

Hungry Pigeon, Philadelphia

#### **Kevin Fink**

Emmer & Rye, Austin

#### **James Rigato**

Mabel Gray, Hazel Park, Mich.

#### John daSilva

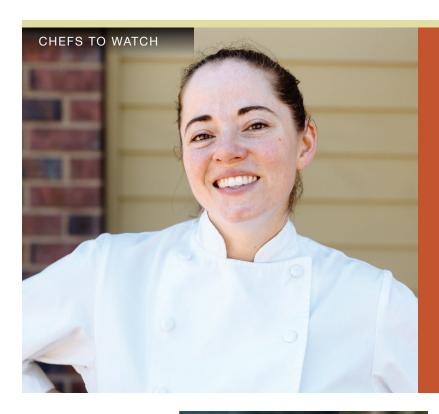
Spoke, Somerville, Mass.

#### **Beniamin Smart**

Big Grove Brewery, Solon, Iowa

#### **Ryan Smith**

Staplehouse, Atlanta



"When people say they enjoy the meal, it makes every minute of hard, sweaty, grueling kitchen work worth it."

-Chef Katy Millard, Coquine, Portland, Ore



## Be part of the 2017 Chefs To Watch celebration.

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To be part of this special issue, contact your Plate representative.

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