



plate
Take food further.

Chefs TO Watch OCTOBER 2017

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.



"For me it's personal. I think what's on a chef's menu should be like a window into his soul..."

—Chef Cameron Grant,
Osteria Langhe and Animale,
Chicago





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,
Mass.



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.

Benjamin Smart

Big Grove Brewery, Solon, Iowa

Ryan Smith

Staplehouse, Atlanta



"I wanted to basically make a dish that people can say, 'OK, I get where she comes from.'"

—Chef Nina Compton, Compère Lapin, New Orleans

CHEFS TO WATCH



"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.

Closing date:
September 5, 2017

Material due date:
September 15, 2017

"I just want to cook really good food and present it in a nice way. There's something to be said about making food that looks great, but there needs to be that emotional connection with diners."

—Chef Ryan McCaskey,
Acadia, Chicago



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