



plate

# 2020 CHEFS TO WATCH

Released December 2020

Here's to the exquisite art and persevering heart of the year's most creative chefs.

Plate's Chefs to Watch, the annual release of new culinary innovators, now in its sixth year, has captured the devotion of both readers and advertisers who want to know those chefs.

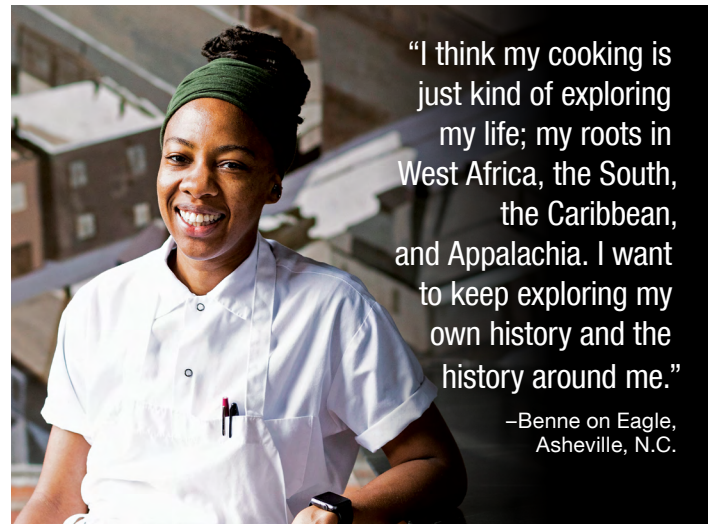
Sleuthing across the country's restaurant landscape, our tenacious editors are the first to find and fete these rising stars.

Join us when we present the 2020 Chefs to Watch. We will showcase chefs who are blending their diverse stories with rare talent and raw determination.

## Advertise in the November/December "Chefs to Watch" issue!

Leverage this opportunity to showcase your products alongside the stories, recipes and captivating photography of this year's class. Work with our custom content team to elevate your brand and product story and gain chef engagement.

**Ad closing date:** October 21, 2020  
**Material due date:** November 3, 2020



"I think my cooking is just kind of exploring my life; my roots in West Africa, the South, the Caribbean, and Appalachia. I want to keep exploring my own history and the history around me."

—Benne on Eagle, Asheville, N.C.



## What makes Chefs to Watch a must-read?

Food culture, personalities, recipes and chef stories make Chefs to Watch a must-read.

Plate emphasizes the individual stories of chefs like no other brand in the foodservice industry. Here, chefs are celebrities—and that's the key to building reader affinity.

As we share their personal passions, their cultural imprints, their goals and unique methods, our readers discover inspiration for their own creative pursuits. This phenomenon within Plate's community—coast to coast and beyond—binds chefs to our brand in deeper and stronger ways.



"You have to not just love it; you have to love it from the depths of your soul. And you also have to love the restaurant business, because it's hard. It's not easy."

—Anthony Lombardo,  
SheWolf, Detroit

"My focus has always been on the food and showcasing the Cambodian culture. I'm grateful for the attention, but I try not to let it distract me from what I'm trying to do."

—Nite Yun,  
Nayum Bai, Oakland, Calif.



## Who are the Chefs to Watch?

Through our Chefs to Watch voices, we see how closely their personal journeys are intertwined with the food they create.

What they're bringing to the table is a harmony of heritage and bold individuality. With great care and attention, they craft delicious dishes with unexpected ingredients. Led by the joy of creating happiness with food and driven by the courage to achieve their ambitions, our chefs are influential artists quietly but indelibly changing the world one plate at a time.



## 4 reasons why you should you advertise in Plate's Chefs to Watch

### Reason #1: Your Brand Is Broadcasted

Prior to release, we deploy a major campaign through e-blasts and promotions via web and print—to build anticipation among readers. As an advertiser, your logo will appear in our promotional efforts.

### Reason #2: Social Explosion

The build-up and release of the 2020 Chefs to Watch dramatically increases social media traffic as readers engage with exciting content they're compelled to share.

### Reason #3: People Read About People

Chefs to Watch is all about a talented group of people, their passion and experiences, their art and insights.

### Reason #4: Tell Your Story

Let us create a customized piece that engages our readers with your brand and its benefits. Whether it's a single or spread advertorial, recipe cards, or a multiple page supplement, this is your chance to be front and center with your impact piece deployed across our print and digital editions and online. Choose from current offerings or suggest something new.

## Custom Content Ideas to Make Your Own

- Spread or page custom content profiling innovative chefs and uses of your product
- Spread or page custom content featuring culinary trends that align with your products
- Recipe cards featuring creative applications of your products
- Infographic: Ideas to boost chef creativity
- Multiple page supplement highlighting innovative technology trends or time-saving solutions for chefs

## Exclusive Sponsorship Opportunities

### Target chefs by sponsoring these exclusive editorial sections within the Chefs to Watch issue:

- Q&A Outtakes with Plate's Chefs to Watch in a high-profile gatefold format
- Plate's Chefs to Watch Then and Now: a look at what past Chefs to Watch are doing today.

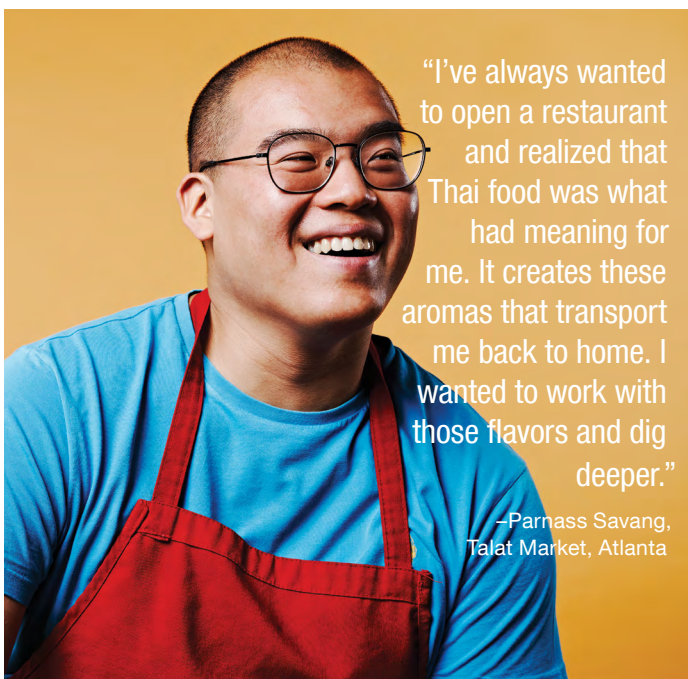


## CHEFS TO WATCH



"Whenever I have stress, I run to the restaurant. I get joy from making people happy. Seeing them eat my food and enjoy it gives me positive energy."

—Keith Corbin, Alta Adams, Los Angeles



"I've always wanted to open a restaurant and realized that Thai food was what had meaning for me. It creates these aromas that transport me back to home. I wanted to work with those flavors and dig deeper."

—Parnass Savang, Talat Market, Atlanta

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

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## Chefs to Watch Class of 2019

*Pictured left: Chris Morgan (left) and Gerald Addison are co-chefs at Middle Eastern Maydan and street-food focused Compass Rose restaurants in Washington, D.C.*

**Keith Corbin**

Alta Adams

Los Angeles

**Francis Guzman**

Vianda

San Juan, Puerto Rico

**Zoë Kanan**

Studio and Simon

& the Whale

New York City

**Jennifer Kim**

Passerotto

Chicago

**Lawrence Letrero**

Bayan Ko and Clave

Chicago

**Josh Lewin**

Juliet and Peregrine

Boston

**Anthony Lombardo**

SheWolf

Detroit

**Chris Morgan and Gerald Addison**

Maydan

and Compass Rose

Washington, D.C.

**Loryn Nalic**

Balkan Treat Box

St. Louis

**Misti Norris**

Petra & the Beast

Dallas

**Fermín Núñez**

Suerte

Austin

**Kyo Pang**

Kopitiam

New York City

**Dominc Piperno**

Hearthside

Collingswood, N.J.

**Jonny Rhodes**

Indigo

Houston

**John & Elise Russ**

Clementine

San Antonio

**Parnass Savang**

Talat Market

Atlanta

**Ashleigh Shanti**

Benne on Eagle

Asheville, N.C.

**Anthony Strong**

Prairie

San Francisco

**Yuan Tang**

Rooster & Owl

Washington, D.C.

**Nite Yun**

Nyum Bai

Oakland

## Connect with Chefs... Advertise and Be Part of the Excitement

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