

2007

Inside the World of Celebrity Chefs, Exhibit Brochure

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Recommended Citation

Ebster, Deb and Ormseth, Tanya Jo, "Inside the World of Celebrity Chefs, Exhibit Brochure" (2007). *Rosen Library Exhibits*. 20.

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Becoming a Professional Chef:

Successful professional chefs have a combination of ambition, talent, and management skills. Most start their education at a good culinary school, to learn the art and science of cooking. Many have completed business or hospitality management degrees, to learn how to motivate their diverse workforce. But in the end all chefs must experience the busy kitchen on a Saturday night, to learn how to handle the immense pressures of the job—and the heat!

Culinary programs in the U.S. should be accredited by the American Culinary Federation which also offers apprenticeships, scholarships, and 14 levels of certification. Certification begins with the Certified Culinarian (CC); then the Certified Sous Chef (CSC) who supervises at least three culinarians; then the Certified Executive Chef (CEC) who is a department head supervising at least five full time employees; and finally reaching the Certified Master Chef (CMC) after a complete testing and peer review process. The ACF has other certifications for personal chefs, pastry chefs, culinary administrators and culinary educators.

For more information see: <http://www.acfchefs.org>

Read More about It:

Bourdain, Anthony. *Kitchen Confidential: Adventures in the Culinary Underbelly*. New York: Bloomsbury, 2000. Rosen Gen. Coll. TX649.B68 A3 2000.

Brown, Rochelle. *The Chef, the Story & the Dish: Behind the Scenes with America's Favorite Chefs*. New York: Stewart, Tabori, & Chang, 2002. Rosen Gen. Coll. TX649.A1 B76 2002.

Buford, Bill. *Heat: An Amateur's Adventures as Kitchen Slave, Line Cook, Pasta Maker and Apprentice to a Dante-Quoting Butcher in Tuscany*. New York: Alfred A. Knopf, 2006. Rosen Browsing Collection.

Davis, Dawn. *If You Can Stand the Heat: Tales from Chefs & Restaurateurs*. New York: Penguin, 1999. Rosen Gen. Coll. TX649.A1 D38 1999.

Dornenburg, Andrew and Page, Karen. *Becoming a Chef*. Hoboken: Wiley, 2003. Rosen Gen. Coll. TX911.3 V62 D67.

Kelly, Ian. *Cooking for Kings: The Life of Antonin Carême, the First Celebrity Chef*. London: Short, 2003. Rosen Gen Coll TX649.C37 2003.

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Ruhlman, Michael. *The Reach of a Chef: Beyond the Kitchen*. New York: Viking, 2006. Rosen Gen. Coll. TX649.R8 A3 2006.

Turner, Marsha Layton. *Emerill!: Inside the Amazing Success of Today's Most Popular Chef*. Hoboken: Wiley, 2004. Rosen Gen. Coll. TX649.L33 T86 2004.

About the Library

The Universal Orlando Foundation Library at UCF's Rosen College of Hospitality Management is devoted to the study of the hospitality and tourism industries. The Library is located at 9907 Universal Blvd., near International Drive and the heart of central Florida's tourism area. For information, visit the Universal Orlando Foundation Library's homepage at: <http://library.ucf.edu/rosen> or call 407-903-8100.



Exhibit Design and Brochure

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Inside the World of



Celebrity Chefs

On display
January to March, 2007
at the
Universal Orlando
Foundation Library,
Rosen College of
Hospitality
Management

Celebrity Chefs at Work

Rachael Ray has a daytime talk show, her own line of olive oil, or “EVOO”, and a lucrative contract with Nabisco to hawk Triscuits. Emeril has restaurants, cookware, and a line of eponymous food products. Today’s celebrity chefs earn millions of dollars not just from appearances on TV Shows, but also cookbooks and other merchandise. But ‘cooking’ has not always been such a glamorous occupation. Antonin Careme (1783-1833), considered to be the first ‘celebrity chef’ and arguably Europe’s most famous chef, was said to have cooked for weeks on end, a fact which may have resulted in his own death by low-level carbon-monoxide poisoning after a lifetime of cooking over charcoal in confined spaces!

Chef or Cook?

To the layman the term ‘chef’ designates anyone who cooks. However, the Culinary Federation reserves that term for trained skilled professionals. Though the term is loosely used today, the work is often associated only with top-end restaurants and fine dining. In fact, however, trained chefs are often employed in fast casual restaurants, hospitals, canteens, cafes, coffee houses and catering companies. It is estimated that only about 10% of all culinary school graduates work in fine dining establishments. In reality, those we call ‘celebrity chefs’ run the gamut of possibilities: some are merely actors, others started out as home cooks, progressed to catering for others, and self-published their own cookbooks. And a few are genuinely trained professional cooks who attended prestigious culinary schools. But in contemporary parlance in a world obsessed with celebrity, all are known as ‘chefs’.

What Does It Take?

Being a good cook is just the beginning of a career as a celebrity chef. It helps to have a restaurant, have written a cookbook and have an electric personality. Professionally trained or not, today’s TV chefs share the following qualities:

- Name recognition
- Personal Charisma
- Career longevity
- Ability to create easy recipes
- Cooking Innovations
- Strength as a cooking instructor
- Discipline to show up on time at the set



And ones chances of becoming a well known celebrity chef?
About as slim as winning the lottery.

Quiz: Name That Chef!

Test your knowledge:

1. Known as the very first celebrity chef, he baked Napoleon’s wedding cake and invented chef’s toques.
2. Seattle-born redhead so devoted to his craft that he moved to Italy for 3 years to learn the art of Italian cuisine served at his Manhattan restaurants.
3. Deemed by many to be the richest celebrity chef, his dazzling empire includes Spago restaurants, a fast-casual dining chain, as well as trademark frozen pizzas.
4. “Satan” in the reality TV show *Hell’s Kitchen*?
5. Which TV chef was nicknamed “The Galloping Gourmet”?
6. A graduate of Le Cordon Bleu Paris, this charming Food Network star is the granddaughter of a famous Hollywood movie producer.
7. Though her cookbooks fly off the shelves and diners queue for hours to eat at her restaurant in downtown Savannah, this grand dame of Southern cooking never went to culinary school.
8. Influential mad-scientist chef who presides over El Bulli Restaurant (near Barcelona) rated “the best restaurant in the world”.
9. Best known for his culinary call to arms, “BAM!” this Food Network superstar passed up a career as a drummer.
10. Thanks to a sojourn in France, this California-born cultural icon brought French cooking to American kitchens through her cookbooks and immensely popular TV shows.

- a. Mario Batali
- b. Julia Child
- c. Ferran Adrià
- d. Wolfgang Puck
- e. Antonin Carême
- f. Graham Kerr
- g. Emeril Lagasse
- h. Giada De Laurentiis
- i. Paula Deen
- j. Gordon Ramsey

A View from the Culinary Trenches

“Most diners believe that their sublime sliver of seared foie gras, topped with an ethereal buckwheat blini and a drizzle of piquant huckleberry sauce, was created by a culinary artist of the highest order, a sensitive, highly refined executive chef. The truth is more brutal.”

*“More likely”, writes Anthony Bourdain in **Kitchen Confidential**, “that elegant three-star concoction is the collaborative effort of a team of ‘wacked-out moral degenerates, dope fiends, refugees, a thuggish assortment of drunks, sneak thieves, sluts, and psychopaths,’ in all likelihood pierced or tattooed and incapable of uttering a sentence without an expletive or a foreign phrase.”*

—from Amazon.com

Answers: 1. e, 2. a, 3. d, 4. j, 5. f, 6. h, 7. i, 8. c, 9. g, 10. b

The Best Culinary Schools in the United States:

Culinary Institute at Hyde Park, NY and **Culinary Institute of America (CIA)**, Greystone, CA- The school has degrees in Culinary Arts and Baking and Pastry Arts, and a Bachelor’s and Associate Degree programs. The Culinary Institute of America (main campus at Hyde Park) is the oldest culinary school in the United States and is a degree-granting college dedicated exclusively to culinary and baking and pastry arts education. It is recognized as one of the premier culinary programs in the world.

Johnson & Wales College (Providence RI, Charlotte NC, Denver CO, and North Miami, FL) - Became the first school in the country to offer a bachelor of science degree in the Culinary Arts in 1993. Programs in Baking and Pastry, Culinary Arts, Culinary Nutrition, Food Marketing and Food Services. Distinguished alumni include Tyler Florence from the Food Network.

California Culinary Academy (San Francisco) - California Culinary Academy offers professional training in culinary arts, baking and pastry arts, and hospitality and restaurant management; with hands-on cooking classes and lecture courses. Instruction in classical and contemporary culinary techniques, business management, wine appreciation, and hotel operations.

Institute of Culinary Education (NYC) - The Institute of Culinary Education (ICE) is New York City’s largest and most active center for culinary education. Founded in 1975 by the late Peter Kump, the school’s career division offers a fast, intensive culinary education geared for adults at least 20 years old. Students are required to have completed at least two years of college or to have two years of work experience in order to enroll.

Pennsylvania Culinary Institute (Pittsburgh)- This school has both a full 15 month "Associate Degree in Specialized Technology in Le Cordon Bleu Culinary Program," and an "Associate Degree in Specialized Technology in Le Cordon Bleu Pastry Program". The school has a rich heritage and a storied alumni that includes such epicurean luminaries as Julia Child.

Sullivan University (At the National Center for Hospitality Studies, Louisville, Kentucky) - Students can earn an Associate of Science Degree in Culinary Arts; Baking and Pastry Arts; Professional Catering; Hotel and Restaurant Management; and Travel and Tourism. The University also offers Diplomas in Professional Cooking and Professional Baking.

French Culinary Institute, NY- French techniques with American inventiveness in a fast-paced curriculum. Distinguished faculty includes the master chefs Alain Sailhac, Jacques Pépin, André Soltner, Jacques Torres and master sommelier Andrea Immer Robinson. Visiting-lecturer symposiums featured Marcella Hazan, Alice Waters, and Bobby Flay. Known as a rigorous, hands-on program that gets well-trained graduates into the workplace quickly.

Source:<http://www.edinformatics.com/culinaryarts/culinarieschools.htm>