



food
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GET TO KNOW
GUY FIERI

NAME:

Guy Fieri

YOU CAN CALL ME:

Whatever you like, but don't call me late to dinner!

GIG:

I love hanging out with all kinds of folks—that's why I'm digging the greatest *Diners, Drive-Ins and Dives* in the USA. I also love to cook off-the-hook combinations on my other show, *Guy's Big Bite*.

EXPERIENCE:

Opened restaurants like Johnny Garlic's and Tex Wasabi's (Crouching Chicken Hidden Salad, anyone?), then got voted the Next Food Network Star in 2006. That's the real deal, Holyfield!

CULINARY POV:

I draw from fresh ingredients native to my own northern Cal, then add the spicy and inspired. No boundaries, big flavor, and easy-to-do techniques and style.

MY TATTOO SAYS:

Hunter & Ryder (the names of my two awesome boys).

RULE FOR A GOOD LIFE:

Everybody in the pool!

FAVORITE GUYISM:

This is money!

DREAM PRODUCTS:

Ah, man! Cool kitchen gadgets and explosive flavors that everyday people can enjoy, every day.

A photograph of Alton Brown, a man with glasses and a white chef's coat, sitting at a table. He is holding a silver fork with both hands, looking at it intently. A white coffee cup is on the table in front of him. The background is a solid red color.

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GET TO KNOW

ALTON BROWN

NAME:

Alton Brown

YOU CAN CALL ME:

Epicurean Explorer

NOT-SO-SECRET MISSION:

Yes, my curious culinaryies, I blend wit with wisdom, history with pop culture, and science with common sense to create . . . pretty darn good meals. See, the more you understand about food, the more fun you have! Or at least I do!

HOW I SEE IT:

I've been a food head all my life. My quest? Knowledge, my friend – it makes food taste better. So on every show I add my own edible insights: from know-how on **Good Eats** to know-what on **Iron Chef America**. Plus, on my **Feasting on . . .** series, I cruise the highways, by ways, waves and sky (oh, never mind) . . . to seek out the tastiest chow in the land. Great gig, huh?

MY T-SHIRT (REALLY) SAYS:

Science. It's what's for dinner.

RULE FOR A GOOD LIFE:

Knowledge—your recipe for adventure!

DREAM PRODUCTS:

Where to begin? So many tools, so much food, so little time . . .

I love whatever brings out the best flavor and makes cooking a blast. Not literally, of course.



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GET TO KNOW
BOBBY FLAY

EXPERT:

Bobby Flay

MISSION AND CULINARY POV:

Whether opening restaurants, stirring it up on Food Network, or writing cookbooks, I've got to have bold flavors and great tools. I want to influence the way Americans eat and entertain—making it bold, zesty, and always fun.

MY SECRET SPICE:

Bold and colorful—that's my signature style.

MY EXPERIENCE:

I've launched some of the nation's most recognized restaurants, including Mesa Grill, Bolo, and Bar Americain. I was the first winner of the original *Iron Chef*, and at present headline three Food Network hits: *Boy Meets Grill*, *Throwdown with Bobby Flay*, and my new series, *Grill It! With Bobby Flay*. I've also authored eight best-selling cook books. And even won a couple of Emmy's.

I LOVE WHEN PEOPLE CALL ME:

Knowledgeable, passionate, contemporary, authoritative, personable, bold, straightforward, accessible, high quality, surprising.

RULE FOR A GOOD LIFE:

Call in the crowds and let's get cooking.

WHAT CAN I DO FOR YOU?

My loyal following looks to me for unique, bold, and colorful dishes. They love my American style, high culinary standards, and down-to-earth approach.



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GET TO KNOW

DUFF GOLDMAN

TAG:
Duff Goldman

MY T-SHIRT SAYS:
Rockin' baker who breaks the mold.

GIG:
Hanging with my artist buddies and creating awesome one-of-a-kind cakes at my bakery, Charm City Cakes in Baltimore. We're known for no-rules, off-the-wall cakes with outrageous flavors. If you can dream it, my team and I can bake it.

CULINARY POV:
Forget everything you know about cakes. My parents raised me as an artist. I trained as a pastry chef. It's all about firing the imagination. Everything inspires me: from Gene Simmons to elephants to baseball stadiums.

SECRET INGREDIENT:
Power tools.

EXPERIENCE:
Culinary Institute, pastry chef at the French Laundry and Olives, graffiti artist, sculptor, indie rocker. Oh, and hockey player.

THEY CALL ME:
Kid at heart, creative, bohemian, extreme, artful, tough outside/soft inside, colorful, playful, chill but professional.

RULE FOR A GOOD LIFE:
Work with friends and family.

MY DREAM PRODUCT:
Anything that turns baking into creating.