



# Fabio Viviani

Born in Florence, Italy



**Fabio Viviani**  
**Born October 10, 1978**  
**Florence, Italy**

Chef Fabio Viviani is Executive Chef and Owner of **Café Firenze, Italian Restaurant and Martini Bar** in Moorpark, CA and **Firenze Osteria, Italian Restaurant and Martini Bar**, in Toluca Lake, CA.

He has had an incredibly successful life in America, He made his first appearance on television in the hit show, Top Chef Season 5 and made it to the finals. But even better, he was voted **Fan Favorite for the Season 5** from the voters.

Fabio's first cookbook, **Café Firenze Cookbook, Mangia e Bevi**, penned with business partner and best pal since the age of 12, Jacopo Falleni has been a huge hit with rave reviews. Café Firenze Cookbook was published by Brio Press, Minneapolis, MN. Fabio has just released 3 Ebooks, **Did I Really Make Breakfast, Did I Really**

**Make Breakfast, Volume II** and also **The Skinny Country, Healthy Recipes Sinful Flavors** on Amazon.com and both of them made the #1 Bestseller list in several categories for several months.

Fabio also is working also on what he defines as **The Next America's Best Book Ever, 'My Son is On Google, Recipes & Memories from an Italian Mom'** co/written by his mother due out fall, 2012, this book will be full of heartbreaking stories and laughing that will make you fall off the chair.

Fabio's website [www.fabioviviani.com](http://www.fabioviviani.com) is the main connection with all his fan base, also with his bigger than life personality Fabio has a Huge following of loyal Fans online on Twitter and Facebook making him a Social media Powerhouse, Fabio is been asked in several occasion by numerous company to host lecture and speech about the new power of social media applied to market your brand.

Fabio has also hosted cooking demos, emceed ceremonies and work privately for many events through the nation.

### **TELEVISION APPEARANCES:**

- **Top Chef Season 5, 2008/2009** – Runner up and Fan Favorite
- **Top Chef Reunion Dinner Host 11/2009**
- **Top Chef Season 8 All Stars, 2010/2011**
- **Chow Ciao, 2011, 2012**
- **Life After Top Chef, 2012**

### **SPOKESPERSON/SPONSORSHIPS:**

- **Santa Margherita Wines**
- **Dr. Oetker's Ristorante Pizza**
- **Ducati Motorcycles**
- **San Pellegrino**
- **Marble Slab Creamery**
- **Don Q Rums**
- **Bertolli Olive Oil**
- **Bertolli Frozen Soups**
- **Bialetti**
- **Match.com**
- **Yahoo.com**
- **Dominos Pizza**

## COOKBOOKS:

- *Café Firenze Cookbook –2009 by Brio Press, Minneapolis, MN*
- *Did I Really Make Breakfast Cookbook 2010 by Amazon.com*
- *The Skinny Country Cookbook 2011 by Amazon.com*
- *Did I Really Make Breakfast Cookbook – Volume II 2010 by Amazon.com*
- *We the Soup*
- *I Would Love To Meat You*

## TELEVISION GUEST APPEARANCES:

- *Good Morning, America: March 16, 2009*
- *Ellen DeGeneres Show: February 24, 2009*
- *TV Guide, Hollywood 411: February 27, 2009*
- *Bonnie Hunt Show: March 2, 2009*
- *Mike & Juliet Show: May 28, 2009*
- *Good Day LA, Fox 11 TV: August 5, 2009*
- *Good Morning, America: August 10, 2009*
- *The Today Show: November 13, 2009*
- *Good Day LA, Fox 11 TV: January 4, 2010*
- *TV Guide Network: February 24, 2010*
- *TV Guide Oscars: March 7, 2010 – for Julia & Juliet*
- *Teri Hatcher Show: May 20, 2010*
- *Good Day, LA: May 28, 2010*
- *Tori Spelling Show August 2, 2010*
- *CW Morning Show September 24, 2010*
- *KNBC Ch 4, LA: November 6, 2010*
- *AOL News: February 15, 2011*
- *Average Betty: February 14, 2011*
- *AOL News: March 1, 2011*
- *KCBS/KCAL News: April 19, 2011*
- *KTLA Morning News: April 25, 2011*
- *Hell's Kitchen April 27, 2011*
- *The Talk May 2, 2011*
- *Access Hollywood May 4 & June 15, 2011*
- *NBC News August 3, 2011*
- *Jimmy Fallon Show August 10, 2011*
- *CBS Weekend August 15, 2011*
- *Taste Red Carpet September 2, 2011*
- *Good Morning, America: January 27, 2012*

### **RADIO GUEST APPEARANCES:**

- *Playboy Morning Show:*                      *February 13, 2009*
- *KKZZ AM 1400:*                                *Every Friday at 8:00*
- *Nick Digilio Radio Show:*                    *September 24, 2010*
- *Roe Conn Radio Show:*                        *September 24, 2010*

### **MAJOR PERSONAL APPEARANCES:**

- **Virginia Culinary Expo with Emeril, Norfolk, VA – April 19, 2009**
- **Battle of the Chefs: Eco Cuisine, Los Angeles, CA – April 22, 2009**
- **Strawberry Festival, Oxnard, CA – May 17, 2009**
- **Food & Wine Festival, Aspen, CO – June, 2009**
- **Gilroy Garlic Festival, Gilroy, CA – July, 2009**
- **Food & Wine Festival, Pittsburg, PA – August 15 & 16, 2009**
- **Food & Wine Festival, Philadelphia, PA – October 17 & 18, 2009**
- **Lake of the Torches Casino, WI – November 21, 2009**
- **Wind Creek Casino, Atmore, Ala – December 4-5, 2009**
- **South Beach Food & Wine Festival, Miami – Feb, 2010**
- **Women’s Conference, Knoxville, TN – March 18, 2010**
- **Pebble Beach Food & Wine Festival, Pebble Beach – April 8 & 9, 2010**
- **New Mexico Auto Show, Albuquerque – April, 2010**
- **TASTE! of SC, Myrtle Beach, SC – May 2010**
- **Food & Wine Festival, Aspen, CO –June, 2010**
- **Gilroy Garlic Festival, Gilroy, CA –July, 2010**
- **Gig Harbor Food & Wine Festival, Gig Harbor – August, 2010**
- **Chicago Goumet, Chicago - September 2010**
- **New York Food & Wine Festival, NYC – October 7& 8, 2010**
- **Philadelphia Food & Wine Festival, Philadelphia – October 29, 2010**
- **Holland America Celebrity Cruise, Caribbean – November, 2010**
- **SOBE, Miami, FL – February 23-27, 2011**

**MAJOR PERSONAL APPEARANCES: Continued**

- **Chicago International Housewares Show, Chicago, IL – March, 2011**
- **Design For Healthy Living, Moorpark, CA March 12, 2011**
- **Napa Valley/San Pellegrino Challenge, Napa Valley, CA March, 2011**
- **LA Times USC Book Fair, Los Angeles, CA – May 1, 2011**
- **Fulbrook Cork & Culinary Festival – Fulshear, Texas - May 7, 2011**
- **Art Institute of California – June 23, 2011**
- **Aspen Food & Wine Festival –June 16, 2011**
- **Landis Valley Museum Festival – July 15, 2011**
- **Lake of the Flames Casino – August 18, 2011**
- **The Taste of Santa Barbara – September 11, 2011**
- **New York Food & Wine Festival – September 29, 2011**
- **Gourmet Experience – October 8, 2011**
- **Southern Women’s Expo, Birmingham – October 12, 2011**
- **Southern Women’s Expo, Orlando – October 22, 2011**
- **Windstar Celebrity Cruise – October 21-28, 2011**
- **Ventura County Star Women Today – November 11-12, 2011**
- **QVC – January 15, 2012**



Fabio Viviani  
Executive Chef  
**Born, Florence, Italy**

*Fabio Viviani*, is the owner of *Café Firenze* in *Moorpark, California* and *Firenze Osteria* in *Toluca Lake, California*. He also was *Top Chef Season 5 Fan Favorite*, was the stand-out chef on *Top Chef, Season 5*, which was just nominated three times for the 2009 Emmys. This year Fabio was on *Top Chef Season 8, All Stars* and as always received raves from fans.

Fabio's first cookbook, *Café Firenze Cookbook, Mangia e Bevi*, penned with business partner and best pal since the age of 12, Jacopo Falleni has been a huge hit with rave reviews.

Fabio began his culinary career at the early age of twelve. Always asking for a chance to cook, he was given the opportunity two years later at fourteen when one busy night the chef cut himself badly and Fabio had the chance to prove himself. He has never looked back

Fabio attended Italy's Istituto Professionale per I Servizi Alberghieri in Florence, focusing on

advanced Tuscan and regional cooking as well as a wide variety of specialization courses. He spent months, sometimes working for free, at regional restaurants and abroad to learn the secrets of master chefs. He describes his style of cooking as "Italian Comfort-styled foods".

Bringing his talent back to his hometown of Florence, Fabio co-owned and managed several high-volume Florentine restaurants. There Fabio won awards for his dry aged steaks at the Sagra Della Bistecca Awards in Cortona and his cheese and wine selections at the 2004 Enofood Awards.

Fabio has organized food events for fashion shows by Roberto Cavalli, Alessandrini, Gucci, and others and acts as a consultant to several Florentine restaurants in the promotion of Tuscan fusion cuisine. He is currently spokesperson for a number of high-profile products; *Bertolli Olive Oil*, *Bertolli Frozen Soups*, *Match.com*, *San Pellegrino*, *Bialetti*, *Domino's Pizza*, *Yahoo.com* and *Santa Margherita Wines*. Fabio is now working on a signature line of food products.

Fabio has also been personal chef for American television icon, William Shatner.

As owner and Executive Chef of *Café Firenze*, in Moorpark, California and *Firenze Osteria* in Toluca Lake, California, Chef Viviani brings his Tuscan dishes and Florentine flair to Southern California. His book, *Café Firenze, Mangia e Bevi*, is now available in major bookstores. Fabio's new cookbooks, *'Did I Really Make Breakfast'*, *Did I Really Make Breakfast, Volume II'*, *The Skinny Country*, *We The Soup & I Would Love To Meat You* eBooks are now available on Amazon.com.

Outside the kitchen, Fabio enjoys soccer, fishing, and organic gardening.





# M.Y. CHINA

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## **Martin Yan** **Culinary Director**

With over 3,500 cooking shows broadcast worldwide, Martin Yan enjoys distinction as a certified Master Chef, highly respected food consultant, cooking instructor and prolific author. His diverse talents have found expression in 30 cookbooks, including the award winning Martin Yan's Feast, Martin Yan's Asian Favorites, Chinese Cooking for Dummies, Martin Yan's Chinatown Cooking, Martin Yan's Quick & Easy, and his latest, Martin Yan's China (a cookbook that documents his travels throughout the far reaches of China and his culinary discoveries).

Born in Guangzhou, China, to a restaurateur father and a mother who operated a grocery store, Chef Yan showed a passion for cooking at an early age. His formal induction into the culinary world began at age 13, with an apprenticeship at a popular Hong Kong restaurant. He refined his talent at the Institute of Cookery in Hong Kong, and then pursued an MS in Food Science at The University of California, Davis. He discovered a flair for teaching when he became an instructor in the university's extension program.

In 1978, he pioneered a daily TV Chinese cooking show: the now classic "Yan Can Cook." Infusing lessons with his characteristic warmth, humor and vitality, he quickly won a devoted following. He developed the show's format into a culinary travelogue, featuring culinary hotspots throughout Asia.

A dedicated educator, the Bay Area resident has taught at the Culinary Institute of America, Johnson & Wales University, the California Culinary Academy and the Chinese Cuisine Institute in Hong Kong. In 1985, he founded the Yan Can Cooking School in California and in 2007 founded The Martin Yan Culinary Arts Center, a unique international culinary academy for professional chefs in Shenzhen, China.

Inspired by years of teaching the art of Chinese cuisine, Chef Yan will embark on a new San Francisco restaurant in February 2012 that sums up his experiences. M.Y. China aspires to excite American palates by integrating elements from Yan's travels through China, his passion for Chinese culture and tradition, and cooking with the same engaging, charismatic qualities that make him a global icon.

## Jennifer Biesty

Raised in Brooklyn where the food is all about the ingredients, Jennifer Biesty formed the foundation of her culinary style today. As one of the youngest students enrolled at the CIA Hyde Park NY, it was clear that Jennifer's early and innate culinary talent would pave her path in becoming a talented and well-respected chef.

After graduating from the CIA, Jennifer worked behind the line at New York City's Aquavit and March restaurant where she further developed her technical skills through the restaurant's European culinary approach. While understanding these skills, Jennifer also explored unique spices and ingredients, broadening her palette and inspiring her to move to San Francisco, a place where she could work with the freshest ingredients.

Upon her arrival, Jennifer's culinary career developed under the tutelage of Loretta Keller Chef/Owner of the late "Bizou" and current COCO500. Together they participated in benefit dinners at The James Beard House, The Master's of Food & Wine and Taste of the Nation; strengthening Biesty's bond with San Francisco's food community.

Continuing to develop her personal culinary style, Jennifer took time to travel on her own and explore the cultures of Italy, Spain and Paris for one year. Concluding her trip, she found herself in London working at the River Café, alongside talented chefs such as Ruth Rodgers, Rose Gray and Jamie Oliver. Through this experience, Jennifer was able to integrate her understanding for European technique and ingredients with the café's rustic culinary approach; consequently defining her ingredient-driven culinary style we see today.

Jennifer returned to San Francisco to work with Chef Traci des Jardins at the San Francisco favorite Jardinière restaurant and after a year found herself back alongside Loretta Keller. Together they transformed Bizou into the acclaimed COCO500, where Biesty played an integral role in the redesign and held the position of Executive Chef. Under her lead, *San Francisco Chronicle* Food Critic Michael Bauer rewarded the restaurant with 3-stars, immediately following its debut.

In 2007, Jennifer appeared as a contestant on Season 4 of Bravo's "Top Chef" in Chicago. On the show her culinary skills were put to the test, facing difficult challenges against fierce and talented competition.

From this experience, Jennifer became aware of her true culinary talent and was inspired to face the undertaking of reinventing and elevating the menu at Scala's Bistro, a legendary monument in the City.

At Scala's Bistro, Biesty showcases her philosophy in modern Italian dishes that integrate a rustic approach with her use and preparation of local ingredients. "Each dish is reminiscent of traditional Italy," says Biesty, "but is modernized by incorporating the freshest ingredients in an adventurous and sophisticated way."

Located in downtown San Francisco adjacent to the historic Sir Francis Drake Hotel, **Scala's Bistro** is at 432 Powell Street and Sutter. Reservations can be made at (415) 395-8555 or at <http://www.scalasbistro.com>. Scala's is open from 11:00am to 11:30pm daily.

Jennifer lives in San Francisco with her dog Eloise.