



ELECTRONIC PRESS KIT

MEDIA CONTACT info@richrosendale.com | richrosendale.com | [@richrosendale](https://www.instagram.com/richrosendale)

This Electronic Press Kit is for viewing purposes only, not to be distributed or reproduced in any form.

stndrd DEFINITIVE

Rich rocks. He is a certified master chef, a champion at his craft, and holds numerous national & international competitive cooking titles. We ask him about what life is like in the foodie world, while crossing our fingers that he'll make us breakfast in bed.

Did you ever think your talent would bring you to TV?

No, I did not, but I am glad it did. I really saw when I was competing in all these cooking competitions, that the general public really was disconnected from that. But then post *Recipe Rehab*, I now have conversations with people at the grocery store about a recipe they saw on the show. So in essence, TV has provided me a new platform to reach an entirely different audience. I love it, and my kids get a kick out of it too!

What is your favorite dish to eat?

To this day I love my tacos, all kinds. When I was little I raided my mom's Susan B. Anthony coin collection and cashed them in for as many tacos as I could buy at the local taco joint. The discipline I received was a small price to pay in my eyes for the crispy, delicious treats. I still love tacos, but now I have a job and pay for them myself.

Think you could get us a reservation at The French Laundry?

If I had a quarter for every time I heard that question. (Laughs)

Who is the most interesting person you've cooked for?

One time I rolled a birthday cake out to Jessica Simpson, and I could not get the freakin' sparklers to light.

For many people, cooking is a hobby. For you it's a full-time gig. What do you do for fun?

I used to be a wicked street hockey player, but now I am really in to running long distances. I get excited about buying a new pair of running shoes just like I do a new kitchen tool.

We watched the trailer for *The Contender*—what you're up against here looks extremely intense. How did you deal with that kind of stress?

It is stressful and requires incredible focus. That's why I built a training kitchen in a decommissioned nuclear bunker. It was a place for me to go and train behind a 28-ton blast door. In other words: no distractions.

What's next for you in your food escapades?

Beyond my cooking classes and private dining, I am getting ready to introduce an online version of my cooking classes for both novice and professional chefs.

THE MENU with RICH ROSENDALE

Written by Amy Vosters



Dig Into Rich's World Below

[@richrosendale](#)
[@RichRosendale](#)
[facebook/RichRosendale](#)



No. 98

THE STNDRD LIFESTYLE - THE BIG IDEA ISSUE

EAT FOOD OF THE MONTH



LEAN GAIN
Ground bison has fewer calories, less fat and cholesterol, and more protein than ground beef.

MINI BURRITO BAKES

SERVES 6

- 1/2 lb ground bison
- 1 ear of fresh corn, kernels removed
- 15 oz black beans
- 14.5 oz fire-roasted tomatoes
- 1 tsp ground cumin
- 1 tsp garlic powder
- 1 tsp kosher salt
- 1 tsp red-wine vinegar
- 1 tsp agave nectar
- 24 3-inch wonton skins
- 1 cup low-fat Monterey Jack cheese
- 3 cups romaine lettuce, shredded
- 1 pint cherry tomatoes, halved
- 8 oz low-fat sour cream

1. Preheat oven to 350°F. Brown bison for 8 minutes in a skillet on medium heat.
2. Add corn, beans, roasted tomatoes, spices, vinegar, and agave. Cook for 15 minutes.
3. Spray a 12-cup muffin tin with cooking spray. Lay 2 wonton skins in each cup. Bake in oven until slightly crispy.
4. Spoon bison mixture into cups; sprinkle with cheese. Bake for 12 minutes.
5. Garnish burritos with lettuce, cherry tomatoes, and sour cream.

NUTRITION PER SERVING			
418	23g	42g	18g
CALORIES	PROTEIN	CARBS	FAT

Fine Dining

Feed your body with a better red meat: bison.

BY MARK BARROSO

WHY BISON INSTEAD OF other protein? Bison aren't fed hormones or antibiotics; they're free-range animals that eat grass, grain, or hay. The end result is leaner meat that tastes like beef.

"People think bison is going to taste gamy, and it's not at all," says Rich Rosendale, celebrity chef and star of *Recipe Rehab* and

the culinary documentary *The Contender*. "I've switched bison in for beef in my recipes, and nobody noticed. However, bison will be noticeably dry if you cook it past medium. It doesn't have the same marbling content as beef." Try Rosendale's mini burrito recipe for a new take on this high-quality protein source.

[READ FULL ARTICLE](#)



[WATCH VIDEO](#)

FRONT BURNER industry news

industry news

INNOVATION LEADS MENUS OF CHANGE

THE FOODSERVICE INDUSTRY IS A HOTBED OF INNOVATION, with an array of new tools emerging from tech startups and a growing number of interdisciplinary initiatives on college and university campuses devoted to improving the food system. That's the message in the 2015 Menus of Change Annual Report, released during the 3rd Annual Menus of Change® Leadership Summit, June 17-19, at The Culinary Institute of America, Hyde Park, New York, held in partnership with Harvard T. H. Chan School of Public Health. The report rates the foodservice industry's progress toward addressing public health and environmental imperatives. The past year saw positive trends in diet and health, with a decrease in the intake of trans fat and sugar-sweetened beverages and a modest increase in the intake of whole fruits and whole grains. However, confusion is high among consumers about what to eat. Highlights of the conference included a plant-forward Burger Bash, with the traditional burger concept rethought in a variety of inventive ways. There were also presentations from chefs, foodservice professionals and public health, environment and business strategy representatives. More information is available at www.menusofchange.org/.



Eight different kinds of burgers were served during the Burger Bash, including this Moroccan lamb/eggplant burger and shiitake mushroom/beet burger.
Photo credit: CIA/Phil Mansfield



BOCUSE D'OR DOCUMENTARY RELEASES THIS MONTH

THE CONTENDER, A DOCUMENTARY that takes place in winter 2012 when Rich Rosendale, CMC, and Corey Siegel, CEC, were training to represent the U.S. in the Bocuse d'Or, will be released Sept. 15 by Havenbrook Media. With the U.S. determined to make the podium for the first time ever, Rosendale and Siegel embark on an intense one-year training regimen that includes the construction of a secret test kitchen inside a decommissioned cold-war bunker. Rosendale is chef/founder of Rosendale Collective, Washington, D.C., the company behind his consulting, private dining, restaurant partnerships and training services, and also appears on the CBS show "Recipe Rehab." Siegel is sous chef at Westchester Country Club, Rye, New York, and a member of ACF Culinary Team USA. *The Contender* was directed by Josh Baldwin and produced by Baldwin and Mark E. Trent.



CHEESE, PLEASE

THE ANNUAL AMERICAN CHEESE SOCIETY COMPETITION, held July 29-Aug. 1 at Rhode Island Convention Center, Providence, Rhode Island, had 1,779 entries from 267 companies. Wisconsin continued its long-standing winning streak for the 11th consecutive year, earning 101 ribbons that included two Best of Show awards. Wisconsin cheesemakers and butter/yogurt makers received 28% of all awards, including 22 first-place ribbons, 39 second place and 38 third place, and swept five categories: American Originals—Brick Cheese; American Originals Original Recipe—Open Category; Italian Type Cheeses—Grating Types; Flavored Cheeses—International-Style with Flavor Added; and Flavored Cheeses—Sheep Cheese with Flavor Added. Wisconsin cheesemakers also dominated the awards for cow's milk cheeses, winning 33% percent of all awards with 77 total ribbons. To view the full list of Wisconsin awards, visit www.EatWisconsinCheese.com/acs.

hulu



[WATCH RICH ROSENDALE ON RECIPE REHAB](#)

MEDIA CONTACT info@richrosendale.com | richrosendale.com | [@richrosendale](https://www.instagram.com/richrosendale)

This Electronic Press Kit is for viewing purposes only, not to be distributed or reproduced in any form.



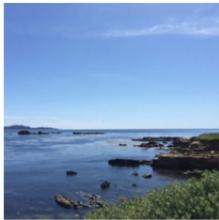
[READ THE ARTICLE](#)

CHEF, CHEFS, MAGAZINE

INTERVIEW WITH MASTER CHEF RICHARD ROSENDALE

APRIL 19, 2015 DEPLIFESTYLEMAG

The 8th Annual [Pebble Beach Food & Wine](#) event this month, I got to sit down and interview this Master Chef Richard Rosendale at the



beautiful Pebble Beach Resorts – The Beach and Tennis club, with the breathtaking view of Stillwater Cove in Pebble Beach. Chef Rosendale looks even younger in person, with a bright smile, and warm personality, greeted me nicely at the Dining Room here. Chef Rosendale is a Certified Master Chef, a distinction earned

through the American Culinary Federation. The grueling 130 hour cooking exam held at the Culinary Institute of America has a 90% fail rate and only 67 chefs have ever made it through successfully, Chef Rosendale being the youngest to ever pass the exam. The Exam is detailed in the book "[Soul of a Chef](#)" walking readers through this culinary marathon that few dare to take. Chef Rosendale is also the most internationally competitive chef with over 55 International cooking competitions under his belt and there will be many more to come. So having to sit down with chef and photograph him at [Pebble Beach Food & Wine](#), I can only say that it's a privilege for me to be here.

Why did you choose to participate at the Pebble Beach Food & Wine?

What not to love about this wonderful culinary event, with a lot of



great chefs, somms, industry people, fans, and a great networking event too. Since I was involved with [Ment'or](#) and the [BOCUSE D'OR](#), on this year event, I got to cook along with other top chefs at "The Culinary Olympics, The [Ment'or](#)

dinner" on Friday and Saturday. Each of us got to cook a dish, and this time, I got to cook the main dish, 48 hour short ribs & Steaks were cooked to perfection last night. Plus look at this stunning view and weather around us here at Pebble Beach, I kind of feel guilty to send my wife the picturesque view photo today.

Tell us about the BOCUSE D'OR experience?

BOCUSE D'OR is the most demanding five-hour cooking competition in the world; I was mentored and trained with top chefs from round the country, including chefs Thomas Keller, Daniel Boulud, and Grant Achatz. I was the USA Champion and earned the right to represent the USA in Lyon, France



where we cooked against 22 other countries, finishing in the top third of the field. My experience during this competition was filmed and turned into a documentary called **THE CONTENDER** that will be released sometime in 2015. I had a lot of fun during my time in Lyon, France and a lot of respects for my mentors and competitors. It's a great honor to represent my country.

CONTINUED ON NEXT PAGE

What have you been doing, since you left the Tavern Room Greenbrier Resort in West Virginia?

I've started my company at www.RichRosendale.com where I share some of my favorite recipes, offer cooking classes for other chefs as



well as home cooks, and focus of our dinner event planning. I've cooked for many high clientele, celebrities, the Dubai Royal family, foreign dignitaries and supervised meals for U.S. congress and the President of the United States, where I plan the whole

dinner as an experience that would be memorable for them.

Beside my business, I'm currently involved with the CBS TV Show "Recipe Rehab" <http://cbsdreamteam.com/recipe-rehab/> air on Saturday morning on CBS nationwide - Families submit their favorite high-calorie, family-style recipes, chef Vikki Krinsky and myself face off in a head-to-head competition to give the recipes a low-calorie twist, and the family chooses their new favorite. This recipe makeover challenge helps to transform America's family favorite dish into a healthier meal, approachable, easy to cook, and nutrition dense. We have aired over 70 shows already and counting. I'm glad to have made a difference with the show, just how I would cook for my family.

What would you say your style of cooking is?

I was influenced at an early age by my Italian and German grandmothers.

However, a lot of my style of cooking is heavily influenced by my world traveling experiences. I enjoy lighter food, but with



nice flavor profile, I cook just about everything. I teach BBQ class to sous vide technique, from a light dish to a world class competition dish, I've done it all.

Since you have cooked for some for the royal families, celebrities, and politicians, who is your favorite people to cook for?

My favorite people to cook for are for my family, my lovely wife Laura and three kids. Wish they can be here with me right now at Pebble Beach, but maybe next time, when my one year old daughter gets a little older. And I can't wait to be home to cook for them.

Thank you chef Richard Rosendale for taking your time from the hectic schedule at cooking for the Ment'Or Dinner at Pebble Beach Food & Wine to sit down with us, all the best to you chef, and we're looking forward to see you on the road again soon.

To follow Chef Richard Rosendale:

<https://instagram.com/richrosendale>

<https://twitter.com/RichRosendale>

<http://cbsdreamteam.com/recipe-rehab/>

by Manda Bear - [Twitter](#) | [Instagram](#)

People



Great Ideas * Entertaining, Food, Travel and Home

CHILLED HEIRLOOM TOMATO SOUP

Serves 6 to 8

- 2 1/2 lbs. heirloom (or conventional) tomatoes, peeled and cut into big pieces
- 1 clove garlic
- 6 leaves basil, plus extra for garnish
- 4 tbsp. olive oil
- 2 tbsp. red wine vinegar
- 2 cups low-sodium chicken broth
- 1 pinch salt
- 2 pinches sugar
- 2 cucumbers, peeled
- 1 red watermelon
- 1 golden watermelon (if available)

1. Puree tomatoes, garlic, basil, olive oil and vinegar in a food processor. Put mixture in a pot and add chicken stock, salt and sugar. Heat soup until warm. Place pot in a large bowl filled with ice. Refrigerate until thoroughly chilled, at least 2 hours.
2. Use a melon baller to scoop out cucumber and watermelon. Place in bowls. Add soup. Garnish with basil. Serve.

Richard Rosendale's
SUMMER SOUP

The chef at the Greenbrier resort—who will represent the U.S.A. in the culinary contest the Bocuse d'Or—shares a dish that's 'incredibly refreshing on a hot day'

Photograph by RAYMOND HOM

79



Richard Rosendale
U.S.A. Representative Bocuse d'Or 2013

Rich Rosendale is a Certified Master Chef, a distinction earned through the American Culinary Federation. The grueling 130 hour cooking exam held at the Culinary Institute of America has a 90% fail rate and only 67 chefs have ever made it through successfully—Rich being the youngest to ever pass the exam. The Exam is detailed in the book "Soul of a Chef" walking readers through this culinary marathon that few dare to take.

The Bocuse d'Or is considered the most demanding five-hour cooking competition in the world. Rich mentored and trained with top chefs from around the country, including Thomas Keller, Daniel Boulud, and Grant Achatz to become the USA Champion and earned the right to represent the United States in Lyon France where he cooked against 22 other countries, finishing in the top third of the field. Few chefs ever have the opportunity to cook at this level.

With over 55 international cooking competitions under his belt, Rich now brings his expert perspective to the novice cook so they can use his easy tips, tricks and techniques in their kitchens at home. Rich can be seen every Saturday morning where he, host Evette Rios, and chef Vikki Krinsky rehab a family's unhealthy dish to create something that is delicious, nutritional and easy to make.

Rich has opened numerous restaurants over the years and enjoys cooking for people to put a smile on their faces. Although Rich has cooked for Presidents, foreign dignitaries and celebrities around the world, his favorite meals are with his family. Rich and his wife Laura are the parents of three children—Laurence, Liam, and Francesca.

More on Richard:

[View Facebook Page](#)

[View Instagram Profile](#)

[View Twitter Profile](#)

[View Website](#)

[READ ARTICLE](#)

CLASSICAL V. MODERN carottes a la vichy

classical v. modern



Nothing appears more basic than glazed carrots, except when prepared in the proper Escoffier way with its precise ingredients and cookery. Carottes a la Vichy is a standard that all culinary students should learn early in their careers as a foundation from which to leap, says Corey Siegel, CC, a chef at The Greenbrier, White Sulphur Springs, W.Va., and a 2010 graduate of The Culinary Institute of America (CIA), Hyde Park, N.Y.

He notes that the recipe is not proper without Vichy water (mineral water from France), and it wouldn't be prudent to add the minced parsley to the pan at the end of the cooking process. Only sprinkle it on the carrots after they are plated, per Escoffier.

left: Richard Rosendale, CMC
right: Corey Siegel, CC

If you understand the basics of what seems

mundane, if not precise, then you can move on to more creative renditions, says Richard Rosendale, CMC, The Greenbrier's executive chef and director of food and beverage.

His modern Sous-Vide Carottes a la Vichy with Carrot Gelee and Parsley Silk is similar to a dish he and Siegel developed and prepared for competition at the Bocuse d'Or in Lyon, France, in January 2013. Rosendale was USA team captain, while Siegel was his commis.

For this version, they thought through the idea of intensifying the sweet carrot and herbaceous parsley flavors and came up with sous-vide-prepared carrot cylinders wrapped in a molecular-gastronomy-style carrot "noodle," filling the hollowed carrot with carrot puree and placing the creation atop parsley aioli.

"It's taking two simple flavors and trying to accelerate their flavor," Rosendale says. "You have the brilliant flavor affinity, and it's delivered in a refined package."

He is used to thinking of recipes through the eyes of competition, which is different from restaurant menu practicalities. "Rather, they are to inspire you to think creatively in your own way," he says. At the restaurant level, you can couple different textures of any vegetable on one plate.

Using broccoli, for example, Rosendale notes that you can cut the stem into a cube, cook it in a bit of butter and stock, season it and put it on the plate, then puree broccoli florets to add to the plate, and finally, add other broccoli florets to a food dehydrator for a crispy application.

VIDEO INTERLUDE

Watch Richard Rosendale's TEDx Talk on Leaving the Greenbrier Resort, Making Life Changes

by Erin DeJesus Aug 14, 2013, 4:15p | 3 COMMENTS

SHARE TWEET



DON'T MISS STORIES. FOLLOW EATER

Like Follow 267K followers

MOST READ



1

Say Goodbye to These Beloved Whiskies

2

Raving Conspiracy Theorist Claims Chipotle Is the Victim of 'Food Terrorists'

3

The Hottest Liquor Obsessions of 2015

4

Taco Bell Customer Ticketed After Throwing Tomato Tantrum

5

Pasta Purses Are the Ultimate Accessory for Carb-Lovers

Bocuse d'Or's USA team leader **Richard Rosendale** **resigned earlier this summer** from his position at West Virginia's Greenbrier Resort, a major career change that fuels his recent TEDx Talk. "Recently, I resigned from a very prestigious position in the chef industry," Rosendale says. "Many of my peers, people from the outside looking in, say, 'Rich, what are you crazy? You've got a prestigious position, a lot of responsibility, great compensation; it's the pinnacle of one's career.' Well, for me, I would reply and say, 'I'm **running out of runway**. I have some other things that are meaningful to me.'"

[WATCH VIDEO](#)

EATER INTERVIEWS

Richard Rosendale on the Bocuse d'Or and What's Next

by Amy McKeever Aug 19, 2013, 10:35a | 1 COMMENT

SHARE (3) | TWEET



Richard Rosendale picking mushrooms after leaving the Greenbrier.

Photo: Richard Rosendale

DON'T MISS STORIES. FOLLOW EATER

Like Follow 26.7K followers X

Earlier this summer — about four months after competing at the Bocuse d'Or — chef **Richard Rosendale** quietly resigned his position at West Virginia's Greenbrier Resort. In his TEDx talk that went online last week, Rosendale explains that he left the prestigious position upon realizing that he was "running out of runway." Last week, between various trips he had planned, Rosendale talked to Eater by telephone about what he's been up to since departing the Greenbrier and his inspiration for the TED talk. In this interview,

MOST READ



1

Say Goodbye to These Beloved Whiskies

2

Raving Conspiracy Theorist Claims Chipotle Is the Victim of 'Food Terrorists'

3

The Hottest Liquor Obsessions of 2015

4

Pasta Purses Are the Ultimate Accessory for Carb-Lovers

5

Taco Bell Customer Ticketed After Throwing Tomato Tantrum

6

Thirsty Grinch Weaponizes Beer Bottle Over Christmas Music

7

McDonald's Customer With No Chill Threatens Murder Over Order Dispute

[READ ARTICLE](#)

Bocuse d'Or

West Virginia

Team USA's Bocuse d'Or Meat Platter, Revealed (Sort Of)

Thursday, September 6, 2012, by Gabe Ulla

Yesterday, Richard Rosendale, executive chef of The Greenbrier and the U.S. competitor at the Bocuse d'Or 2013, and his commis, Corey Siegel, presented their meat dish — click the image to embiggen — for the first time to the Bocuse d'Or USA board members in the kitchen of the historic Bunker beneath the West Virginia resort.

This was the culmination of a two-day training session attended by board members Thomas Keller (President), Daniel Boulud, and Jerome Bocuse; Bocuse d'Or USA Foundation's Secretary, Joel Buchman; Bocuse d'Or USA Culinary Council Member, Gabriel Kreuther; two of Richard Rosendale's mentors, Dan Scannell and Peter Timmins; and Bocuse d'Or Competition and Events Director Monica Bhambhani. The meat this year is Irish beef. The fish will be announced at the end of November.

Previous training sessions have included Head Coach Gavin Kaysen and Culinary Council Members Grant Achatz and Kreuther. There will be a few official tastings left before the Bocuse d'Or final competition, which will be held in Lyon, France on January 29 and 30, 2013.



[READ ARTICLE](#)



CHEF TALK

Here's The Platter That Put The U.S. Team In The Running At Bocuse D'Or

Richard Rosendale on his elaborate plating in Lyon



Richard Martin
March 11, 2013

Like Share 0



Photo: Bonjwing Lee

For two days in late January, two-man teams from around the globe executed insanely complicated dishes that had to look and taste like the most incredible food ever served, all in an effort to win gold, silver or bronze at the 2013 Bocuse D'Or in Lyon, France. The U.S. team waited for the announcement thinking that they had a chance to be on the podium, maybe even win it all.

Talk about tension! For two days in late January, two-man teams from around the globe cooked with athletic intensity, executing insanely complicated dishes that had to look and taste like the most incredible food ever served on a platter, all in an effort to win gold, silver or bronze at the 2013 Bocuse D'Or in Lyon, France. The U.S. team waited for the announcement in late January thinking that they had a chance to be on the podium, maybe even win it all.

[READ FULL ARTICLE](#)

Beaucoup de Bocuse

As France's original celebrity chef, Paul Bocuse built a Michelin-starred culinary empire and established the most prestigious cooking competition in the world. And yet, one goal still eludes him. Now he's turned to America's top chefs to help make it a reality even if it means breaking from his own haute traditions



GRAND AMBITION! 'I am ready to plan the future now,' says the 86-year-old Bocuse, seen here in the kitchen of his restaurant in Lyon, France.

opened so many restaurants that city officials named a market after him. In the fashion of Donald Trump, he became famous just for being himself. He showed that chefs could be as rich as their owners and the guests they're serving. And even as his empire grew, he never altered his persona. "He might fly around the world on private jets, but he's always the same Paul from Lyon," says Jerome Bocuse, his son.

But for all Paul Bocuse has obtained, there is one thing the 86-year-old wants very badly and still does not have. Jerome has listened to his father talk about it for more than two decades. It has become something of an obsession. "His wish," Jerome says, "is for an American to win the Bocuse d'Or."

THE BOCUSE D'OR IS THE MOST PRESTIGIOUS cooking competition in the world. Held in Lyon every two years (and falling this year at the end of January), the contest is a chance for chefs from around the globe to make a name for themselves. While there is an official cooking Olympics in Germany, chefs refer to the Bocuse d'Or as the real Olympics of high cuisine. "It has no competition really," says Priscilla Ferguson, professor of sociology at Columbia and author of *Accounting for Taste: The Triumph of French Cuisine*. Unlike reality shows such as *Top Chef* and *Iron Chef America*, there are no commercial breaks. The food is whipped up on stage in front of a live audience over five and a half grueling hours. The winning creations must be masterpieces, exploding with flavor and inspiring awe with their artistry.



Photography by Matthieu Salvaing

generals do: through fear. In Point's kitchen, if the chef saw a plate with a nick in the rim, he would wait for a waiter to reach for it, then grab the dish and let it drop, shattering it to pieces. For his contest, Bocuse wanted chefs to strive for the same level of devotion to craft. Bocuse and organizers revealed the type of meat and fish used in the competition more than a year in advance, giving a chef ample time to create a vision and master its execution.

In competition, the Americans struggled. While most competitors over the years have been trained in classic French techniques, the unfussiness of American cooking was at odds with the precision the Bocuse judges (all chefs) were looking for. The molecular gastronomy craze has also led to Willy Wonka cuisine, food that looks like one thing but tastes like another a further departure from classic French cooking.

THE CHEF ATE TOO MUCH. Decades of tasting Bresse chicken—cooked in a pig's bladder and served in a cream and egg-yolk sauce his famed black truffle and foie gras soup, his seared foie gras and puff pastries had clogged Paul Bocuse's arteries. On doctor's orders, the grande chef of France would be played out in the operating room much like the hare à la royale rabbits he'd carved table-side for so many years. When Bocuse was a boy, growing up in the kitchens of Lyon, a triple bypass was hardly the routine operation it is now. Still, having your chest sliced open is enough for any man to take stock of his years.

Bocuse's achievements are legendary. L'Auberge du Pont de Collonges, his flagship restaurant in Lyon, has maintained its three Michelin-starred ranking for more than four decades, longer than any restaurant on the planet. Bocuse also has pedigree. Not only does he represent the fourth generation in a family of chefs that served up recipes once prepared for the French monarchy, he also left home as a young man to study under the fabled Fernand Point, considered the founding father of modern French cooking. Back then, one of Bocuse's duties was to uncork a bottle of Dom Pérignon every morning and serve Point his customary first glass of champagne. From his position in the kitchen, where he prepared dishes for celebrities like Rita Hayworth, the seeds of higher ambition were planted.

Bocuse's other genius as a chef has been to combine that ambition with an insatiable entrepreneurial spirit. Chefs like to say Bocuse was the first "to step out of the kitchen," meaning he parlayed his charm into brand power, then parlayed that brand power into a lucrative culinary empire. In Lyon, Bocuse

[READ FULL ARTICLE](#)

CULTURE

CHEF RICHARD ROSENDALE TAKES ON THE BOCUSE D'OR

BY **KATIE BAKER** ON 12/17/12 AT 12:00 AM



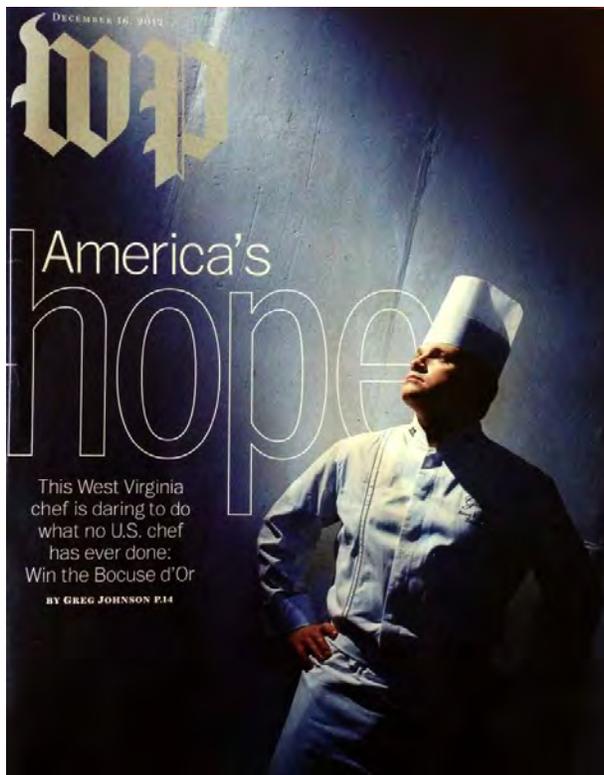
America's best hope yet for medaling at the luminary cooking competition.

COURTESY OF BONJWING LEE

CULTURE

He calls it the War Room. Located behind 30-ton blast doors in a fallout shelter—built for Congress in the late 1950s and nicknamed “The Last Resort”—its walls are papered with plans, diagrams, and calendars that painstakingly plot out the minutes ‘til the Big Day. Across the hall is a replica of the battle site, stocked with high-tech equipment and laid out inch-by-inch to resemble what he’ll find when he touches down on French soil.

[READ FULL ARTICLE](#)



W.Va. chef Richard Rosendale is out to win the Bocuse d'Or cooking competition

By Greg Johnson, Published: December 13



Deep in a bunker below the Greenbrier resort in White Sulphur Springs, W.Va., two strategists in white uniforms huddle in a war room, fine-tuning a battle plan. Their mission would no doubt puzzle the Eisenhower-era officials who built this once-secret hideaway as a fallout shelter for Congress at the height of the Cold War. Declassified after it was exposed in 1992 in *The Washington Post* by journalist Ted Gup, the bunker has seen a variety of less dramatic uses, but perhaps none more intriguing than the project it currently houses: victory over the top chefs of Europe.

The Greenbrier's 37-year-old executive chef, Richard Rosendale, and his 21-year-old commis (assistant), Corey Siegel, will compete on Jan. 30 against chefs from 23 other countries in the world's most challenging and prestigious culinary competition, the Bocuse d'Or, held every two years in Lyon, France.

U.S. teams have twice placed sixth in the competition's 25-year history, in 2003 and 2009, but no U.S. chef has ever claimed a gold, silver or bronze medal. Rosendale is determined to change this, and he and his commis are throwing themselves into the cause with the intensity of Olympic hopefuls.

By the time they emerge from their bunker and head for Lyon, they will have devoted hundreds of hours to preparation. Trainers have them weight lifting, running, biking, jumping rope and even boxing to get in shape for the grueling 5-hour, 35-minute event. The Bocuse d'Or USA Foundation, which is underwriting the campaign, estimates it will cost a half-million dollars.

Europeans — the French and Norwegians in particular — have dominated the Bocuse d'Or since its inception in 1987. In recent years, a dream team of U.S. culinary luminaries headed by Thomas Keller (the French Laundry in Yountville, Calif.), Daniel Boulud (Daniel in New York City) and Jerome Bocuse (Les Chefs de France at Florida's Epcot theme park) has taken up the challenge of putting America on the podium, lending their know-how, reputations and impressive fundraising muscle. A benefit at Boulud's flagship New York restaurant in March raised \$700,000, and a fantasy gift in the 2012 Neiman Marcus Christmas catalogue, offering dinner for 10 prepared by Keller, Boulud, Bocuse (son of the competition's founder, French chef Paul Bocuse) and Rosendale, has the potential to swell the war chest by \$250,000 more.

The torch was passed to Rosendale, a veteran of 48 national and international competitions, in January, when he won the Bocuse d'Or USA at the Culinary Institute of America in Hyde Park, N.Y.

"I knew my life had changed when I was driving home and I kept getting calls from the media," the Greenbrier chef recounts. "When I got back, I had 700 e-mails waiting."

Embracing his new role, with support from the Bocuse d'Or USA Foundation and Greenbrier owner Jim Justice, and equipment donated by sponsors, Rosendale installed a \$150,000 duplicate of the kitchen he will use in France in the fallout shelter's cafeteria. With a nod to history, he dubbed his practice facility the War Room.

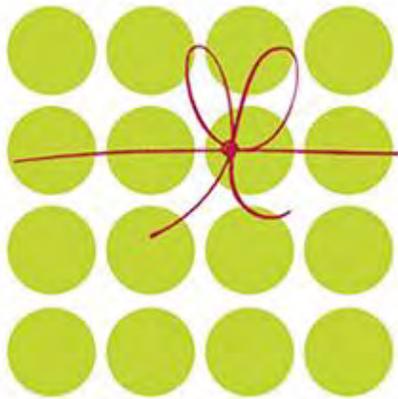
But will all this expenditure of time, effort and money help capture an honor that has eluded a dozen other U.S. teams? An awful lot can go wrong in 5 1/2 hours of intense culinary creation, and it often does.

The Bocuse d'Or isn't your mother's pie-baking contest. Held in a sprawling exhibition hall filled with clamoring, unrestrained partisans, the scene resembles a World Cup final. Swiss fans have arrived armed with cowbells and engaged in a war of decibels with costumed, trumpet-blasting mariachis from Mexico. The unchecked enthusiasm can reach such deafening proportions that some teams have resorted to wearing earplugs and communicating by hand signals and scribbled notes.

All this hullabaloo began innocently enough 25 years ago, when famed French chef Paul Bocuse, a Lyon native, decided to sponsor an international cook-off to showcase rising culinary stars. A founding father of nouvelle cuisine, Bocuse is credited with helping the members of his profession emerge from the anonymity of the galley and gain respect and stature, not to mention celebrity and wealth.

Neiman Marcus

the christmas book



Neiman Marcus



MEDIA CONTACT info@richrosendale.com | richrosendale.com | [@richrosendale](https://www.instagram.com/richrosendale)

This Electronic Press Kit is for viewing purposes only, not to be distributed or reproduced in any form.

post-gazette.com
Pittsburgh Post-Gazette

Food Column: Uniontown native Richard Rosendale sets sights on international title

September 6, 2012 12:23 am
By Rebecca Sodergren /



Although he's about to compete in one of the world's most prestigious culinary competitions, Richard Rosendale still considers himself just a kid from Uniontown.

Mr. Rosendale, executive chef of The Greenbrier in White Sulphur Springs, W.Va., hopes to become the first American chef ever to win the Bocuse d'Or, which will be held in January in Lyon, France.

The biennial competition isn't necessarily a household name in the United States, in part because Americans haven't traditionally done well there. (The highest an American has ever placed in the competition's 26-year history is fifth.) But Mr. Rosendale hopes to change all that -- and he's on his way, anticipating upcoming interviews with Bon Appetit magazine and "CBS This Morning."

He's also received an unprecedented level of support in preparing for the competition. The Greenbrier even built him an exact replica of the Bocuse d'Or kitchen inside its Cold War-era bunker. The bunker once served as a fallout shelter where the president and other dignitaries could be taken in the event of a nuclear disaster; it has 22-ton blast doors, a decontamination room, rifles, bunk beds, a dentist's office -- basically a full-service living space. The Greenbrier's owner authorized tearing out the cafeteria and refurbishing the space as a practice kitchen with \$150,000 in new equipment.

Mr. Rosendale spends about 12 hours each Monday -- otherwise his day off -- and portions of other days practicing in this kitchen with his apprentice and commis (assistant) chef Corey Siegel. Mr. Rosendale himself once served in the same three-year apprenticeship program at The Greenbrier, as well as training at a similar apprenticeship at Nemaquin and other programs around the world. He owned two fine-dining restaurants in Columbus, Ohio, before The Greenbrier wooed him back three years ago.

For the first time, several elements of the next Bocuse d'Or are a relative mystery. In the past, competitors knew two years in advance which meats and fishes they'd be working with. This time, Mr. Rosendale just found out a couple weeks ago that the 2013 competitors will prepare beef tenderloin, oxtail, beef cheeks and beef shoulder. He won't get the fish assignment until November. And the night before the competition, he'll be notified of a "mystery ingredient" that he'll need to incorporate into two of the three garnishes he plates with the meat and fish dishes.

He and Mr. Siegel will have five and a half hours to prepare their dishes and present them before the 24 judges -- one renowned chef from each competitor's home country.

[READ FULL ARTICLE](#)