



Biography

Chef Steven Petusevsky

Highly acclaimed chef, Steven Petusevsky is widely known as a pioneer in the pairing of health and exceptional taste. His culinary studies have taken him across the globe in search of innovative and authentic cooking techniques. Robust earthy flavors and vibrant cuisines capture the influence and unique reinterpretations of ethnic dishes he is famous for creating.

Chef Steve has been the National Director of Creative Food Development for WholeFoods Market, the largest natural food retail chain in the country. He wrote the book on natural foods, quite literally. He is the author of the WholeFoods Market Cookbook-The Ultimate Guide to Natural Foods, published by Random House, Fall 2002. His next book, Happiness is a Home Cooked Meal ~ 100 Simple & Savory Recipes & Recollections is scheduled for publication in the fall.

As a well-known innovator with expertise in gourmet dining, Steve was retained by Sheila Johnson, the founder of B.E.T. to establish the Market Salamander Palm Beach, a \$7 million business venture located on the trendy island of Palm Beach, Florida. As "Chef in Residence" of this stunning 7,000 sq. ft. establishment, Chef Steve designed an exceptional food program with robust fare highly influenced by his exotic adventures. Steve's exceptional menu, innovative recipes, and product mix selection were instrumental in the rich success of the gourmet market.

Earlier in his career, he founded Chef Steve's Carried Away Cuisine™ in Weston, Florida, a highly successful replacement and retail store concept that offered delicious healthful cuisine to corporate and home consumers. Chef Steve featured daily changing menu items that attracted pro athletes, working couples, and consumers too busy to cook. Elaborate meal programs catered to patrons with a focus on health and well-being.

In a previous role, he consulted with several international hotel corporations, including Intercontinental Hotels, Meridien Hotels, and Rockresorts, prior to joining WholeFoods. As the Corporate Chef-National Director of Creative Food Development for WholeFoods Market, Inc. in Austin, Texas, Steve conceptualized innovative recipes for all categories including HMR in the Florida region, which led to placement into regions nationally.

For more than a decade, Chef Steve has had an influence on the natural foods retail industry as a professional consultant. Additionally, he worked closely with top international companies in menu research, new product development, ideation, and natural food marketing. His impressive client list includes Aramark, Google Corporation, Star-Kist, Frito Lay, Del Monte, National Coffee Association, The Solae Company, Kellogg's, Bushes Beans, Small Planet Foods, Muir Glen, Florida Crystals, Nestle International, Cross & Blackwell, Purina, Cascadian Farms, Bell & Evans and Rapunzel Pure Organic.



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Chef Steve is a celebrated food journalist with a readership upward of millions. He writes special features for *Cooking Light Magazine*, and for more than four years, he was a contributing editor to *Cooking Light*, with a monthly column entitled *Inspired Vegetarian*. He writes a weekly syndicated column called *Vegetarian Today*, for The Chicago Tribune news service, which is published in newspapers across the nation. His work has been featured in *Health*, *Fine Cooking*, the *LA Times Syndicate*, *Food & Wine*, and *Restaurant Hospitality*. He is seen regularly on the local NBC affiliate on Saturday mornings, where he hosts a special cooking segment.

His contributions also include authoring the *Grains* poster published by Ten Speed Press and serving as a Culinary Advisor to the Whole Grains Council. He is on the Culinary Advisory Board of the Latino Coalition, where he influences the creation of literature in English and Spanish to ensure Latinos are able to blend healthy food and rich tradition into savory dishes. He also serves as Culinary Advisor to the Mediterranean Foods Alliance.

Chef Steve is a highly sought after culinary instructor and teaches classes at top retail markets and cooking schools across the nation. He is a graduate of the prestigious Culinary Institute of America in Hyde Park, New York where he was awarded a fellowship and served as Chef Instructor.