STEVEN M. PETUSEVSKY

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CORPORATE EXECUTIVE CHEF~ DIRECTOR OF FOOD SERVICE

Visionary and creative chef offering exceptional food development experience, expertise in large-scale food and beverage operations, and dynamic people skills. Influential author recognized as a pioneer in the pairing of health and taste. Attract loyal clientele with healthful, vibrant-flavored cuisine and unequaled dining experiences. Renowned for study of authentic cooking techniques internationally and developing unique reinterpretations of ethnic dishes. Celebrated author of the *Whole Foods Market Cookbook*, contributing editor to *Cooking Light*, and syndicated columnist for Tribune News Service.

PROFESSIONAL EXPERIENCE

ROUNDY'S MARKETS INC, MILWAUKEE, WI. May 2008- Present
Director of Culinary Innovation

Identify consumer dietary dynamics, plan and execute direction of prepared foods and bakery program to meet the current lifestyle needs of shoppers. Create entire food service program for all stores totaling over $ 5,000,000 in weekly sales throughout 160 stores under several banners including; Pick N Save, Metro Market, Rainbow Foods, Copps.

- Establish in store prepared foods department menu which reflects a balance of; store level kitchen made recipes, commissary produced items and signature dishes, all made from personal, proprietary recipes distributed to select vendors for replication with my guidance.
- Create points of distinction from traditional supermarkets through progressive, trend driven menu engineering and craft proficient execution.
- Develop "big picture" prepared foods and bakery strategy, with a thorough knowledge of gross margin economics of retail foods.
- Maintain a customer-centric focus on food. Offer the corporation a broad, credible understanding of consumer trends, food fashion, and handling of all fresh foods.
- Build mutually advantageous external business partnerships with production vendors, and food suppliers to create internal benchmark menu items and prepared food and bakery mix strategies.
- Establish a food culture within the company. Foster cohesive team orientation, interpersonal skills and communication collaboration.

MARKET SALAMANDER, LLC, Palm Beach, FL 2004-2007
Owner Sheila Johnson of B.E.T., General Manager

Oversaw a highly successful turnkey build out and opening for a multilevel, "chef-in-residence" gourmet retail market. Managed overall operations across meat and seafood, open show kitchen, specialty, produce, bakery, wine cellar, catering, and corporate catering departments.

- Hired top talent to build interest and create an unequaled shopping experience, making the Market Salamander the destination of choice.
- Established the operation's short/long-term strategies and devised challenging expectations. Wrote comprehensive procedure manuals to ensure operational consistency and compliance.
- Conceptualized and developed an exceptional menu, innovative recipes, and a product mix selection.
- Created a unique, highly visible "Cooking School Theatre" used to operate a culinary cooking class series, designed to educate customers and enhance local and national branding.

CHEF STEVE'S… CARRIED AWAY CUISINE™, Weston, FL 2002-2004
Owner

Managed a popular meal replacement and retail store concept that offered healthful, global cuisine to corporate and home consumers. Featured daily changing menu items that attracted pro athletes as well as working couples and consumers too busy to cook. Specialized in weekly meal programs catering to patrons with a focus on health and well-being.

- Conceptualized and built from the ground up. Developed the organization's market presence and devised an extensive marketing plan.
- Cultivated key strategic business partnerships with behavioral food psychologists, nutritionists, and professional sports trainers to most effectively market the establishment.
- Created a unique blend of taste and health that attracted South Floridian consumers.

WHOLE FOODS MARKET, INC., Austin, TX 1994-2002
Executive Chef-Director of Creative Food Development

Created innovative recipes; managed store openings and concept development. Spearheaded and trained a high-performance team. Devised recipes for all categories, including HMR in the Florida region, followed by placement into various regions nationally. Composed holiday and catering menus. Produced many of the regions' menu matrix programs, resulting in the relandscape of food service nationally. Served as the organization's liaison-Chef spokesperson.

- Authored the *Whole Foods Market Cookbook.*
- Collaborated across the organization and with the marketing department to design and execute marketing plans. Organized media tours and prepared food-marketing campaigns nationally.
- Designed and developed printed ingredient-related information and recipes for electronic distribution and point of purchase materials.

LETTUCE ENTERTAIN YOU, ENTERPRISES, INC., Chicago, IL 1994
Consultant

Invited to work on a six-month project directly with Richard Melman, Founder, Chairman, and CEO of Lettuce Entertain You Enterprises, Inc. (LEYE), a Chicago-based corporation that owns and licenses 75 restaurants globally.

- Developed healthier food concepts and recipes for Food Life, a revolutionary food forum that combines the casual feel of a restaurant with the feel of an open-air village in the mezzanine at Sears Water Tower. LEYE is one of the nation's leading independent restaurant groups, operating over 30 concepts nationwide. "Be kind. Eat true. It's now," remains the credo of this unique organization.

THE UNICORN VILLAGE CORPORATION, N. Miami, FL 1989-1994
Executive Chef

Oversaw food and beverage operations for a $17 million 300-seat natural foods restaurant and marketplace. Managed restaurant and market menus offering distinctive multiethnic, socially responsible, seasonal, and global food. Supervised chefs and 70+ staff. Trained kitchen and waitstaff to ensure excellence in preparation and delivery of food and drink. Created the progressive ambiance, groundbreaking recipes, and sensational service that led to the eventual purchase by Whole Foods Market; became the foundation for the Florida region of Whole Foods Market.

- Played a key role in marketing the business and development of short/long-term marketing strategies and public relations to maximize local presence. Earned a reputation as the largest, highest-volume, and most sustainable healthy cuisine restaurant in the U.S.

EARLIER ROLES

J. BILDNER & SONS, Boston, MA ~ **Corporate Executive Chef**
BOSTON HOTEL MERIDIEN, Boston, MA ~ **Chef Garde Manager**
FRANKFURT INTERCONTINENTAL HOTEL, Frankfurt, Germany ~ **Chef Garde Manager**
ROCKRESORTS, Woodstock, VT ~**Sous Chef**
BOSTON UNIVERSITY, Culinary Arts Program, Boston, MA~ **Chef Instructor**
NEW YORK RESTAURANT SCHOOL, New York, NY ~**Chef Instructor**

MEDIA EXPERIENCE

- *Whole Foods Market Cookbook,* Clarkson Potter, 2003: Author
- Tribune News Service: Nationally Syndicated Food Columnist
- *Cooking Light Magazine*: Past Contributing Editor
- *Health, Fine Cooking, Self,* Rodale Press, *Supermarket Business,* and *Gourmet Retailer*: Freelance Contributor
- *The Grains Poster,* Ten Speed Press: Author
- *Gourmet Retailer:* Retail Advisory Board
- United States Whole Grains Association, Latino Nutrition Coalition, Mediterranean Foods Alliance (MFA): Culinary Advisor
- Chef's Collaborative: Board Emeritus

EDUCATION

THE CULINARY INSTITUTE OF AMERICA, Hyde Park, NY
Degree in Occupational Associates (OAS)
Instructional Assistant, Fellowship in Foundational Culinary Theory and Skill Development Class

UNIVERSITY OF HARTFORD ART SCHOOL, West Hartford, CT