

FOOD & WINE The People's Best New Chef award – Frequently Asked Questions

What are the Best New Chef awards? Every year since 1988, FOOD & WINE has awarded its highest honor, the Best New Chef title, to the country's most promising up-and-coming talents—innovative chefs with a distinctive vision creating exceptionally delicious food. Only chefs who have run their own kitchen for five years or fewer are eligible. Among the superstars honored: Thomas Keller ('88), Nobu Matsuhisa ('89), Tom Colicchio ('91), David Chang ('06), Roy Choi ('10) and Stephanie Izard ('11).

What is The People's Best New Chef award? While FOOD & WINE editors choose the winners of the Best New Chef award, the dining public determines The People's Best New Chef via online vote.

How will The People's Best New Chef be selected? Voting will take place from 10 am EST on March 11, 2013 through 5 pm EST on March 18, 2013 at foodandwine.com/the-peoples-bnc. The link will be live on March 11, 2013. The field of nominees includes ten chefs in each of ten regions across the United States, all talented innovators who have run their own kitchens for five years or fewer. The chefs with the most votes in each region will be named regional winners. The chef with the most votes overall will be named The 2013 People's Best New Chef and will be featured in the July 2013 issue of FOOD & WINE along with the winners of this year's Best New Chef awards.

When will The People's Best New Chef nominees be announced? The 100 nominees will be announced on March 11, 2013 through a press release issued by the FOOD & WINE PR department. Nominees and their bios can also be found on foodandwine.com/the-peoples-bnc on that date.

How were the 100 nominees selected? What were the criteria? FOOD & WINE editors determined the list with help from their national network of trusted sources (journalists, chefs and other food insiders). Nominees are all talented innovators who have run their own kitchens for five years or fewer.

Who can vote? Anyone with online access can go to foodandwine.com/the-peoples-bnc to pick from the list of 100 nominees. Voting is not limited to FOOD & WINE subscribers or any other group.

How many times can people vote? People can vote once per region in each of the ten regions (for up to a total of ten votes).

Could the winner of The People's Best New Chef award also win a Best New Chef title? Yes. Inclusion in The People's Best New Chef program does not preclude consideration for a Best New Chef award.

What are the ten regions in The People's Best New Chef program? California, Great Lakes, Gulf Coast, Mid-Atlantic, Midwest, New England, New York Area, Northwest & Pacific, Southeast, Southwest.

When will The People's Best New Chef and the ten Best New Chefs be revealed? FOOD & WINE is set to announce the winner of The People's Best New Chef award on March 19, 2013 and the ten Best New Chefs in early April. Look for the announcement on FOOD & WINE's website (foodandwine.com and foodandwine.com/the-peoples-bnc), Facebook (facebook.com/foodandwine), and via Twitter (twitter.com/fandw).

What does The People's Best New Chef receive for winning? A profile of the winner will run in the July 2013 issue of FOOD & WINE.

Where can marketing materials, logos, etc. be found? There will be a location online that is only accessible to chefs and their public relations teams where all of the materials can be downloaded. Chefs and their public relations teams will receive access to this site one week before voting begins.

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