

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 April 1 to 8, 2015 at foodandwine.com. A direct link to the voting page (to be distributed to chefs prior to voting opens) will be live on April 1. 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 People's Best New Chef for 2015.

When will The People's Best New Chef nominees be announced? The 100 nominees will be announced on April 1 through a press release issued by the FOOD & WINE PR department and at foodandwine.com. Nominees and their bios can also be found on foodandwine.com 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 to pick a favorite contender from the ten nominees in each region. Voting is not limited to FOOD & WINE subscribers or any other group.

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 April 9. The ten Best New Chefs will be announced in early April. Look for the announcements on FOOD & WINE's website (foodandwine.com), Facebook (facebook.com/foodandwine), and via Twitter (twitter.com/foodandwine).

Where can marketing materials, logos, etc. be found? Chefs and their public relations teams will receive a link to downloadable press materials online two weeks before voting begins.

March 13, 2015