



MICHAEL CHIARELLO

Chef, Vintner, TV Host, Sustainable Farmer

Michael Chiarello is an award-winning chef and owner of the critically acclaimed Bottega restaurant in Napa Valley, who made his mark by combining the traditions of his Southern Italian roots with the distinctive hallmarks of the Napa Valley lifestyle. From his earliest childhood memories – created around his mother's California kitchen with his extended Italian family – Michael Chiarello knew he wanted to be a chef. Decades later, Chiarello has accomplished his dream, and much more.

In the time since he graduated from the prestigious Culinary Institute of America, he has garnered accolades and awards as a chef, vintner, specialty food pioneer, philanthropist, author, and television host. Throughout his achievements, Michael's core values are always apparent: Showcasing seasonal, sustainable products, and supporting the artisan purveyors who produce them while inspiring friends and family to gather around the table and create meaningful memories of their own. Chiarello's passion for the community created by food is freely shared with his fans, restaurant guests, television viewers and wine loving friends alike.

Michael was named the Chef of the Year from Food & Wine Magazine in 1985, just three years after graduating from the CIA. He later received the CIA's Chef of the Year Award in 1995, and was again acknowledged by the CIA in 2011 with their Alumni of the Year award. His books have received awards and nominations from both IACP and the James Beard Foundation. And his innovations with California olive oil in the mid-90's earned his olive oil business, Consorzio Flavored Oils, the Best Product Line Award at the International Fancy Food Show. After turning his love of sustainable products to his own vineyards in 1999, he created Chiarello Family Vineyards, and his small-production wines are consistently high-scoring and well-regarded. And since 2000, Chiarello has been the tastemaker behind the NapaStyle retail line of artisanal foods, kitchen and home.

He has been on television for a decade as the host of his own shows on PBS, Food Network, Fine Living, and Cooking Channel. His Emmy Award®-winning show *Easy Entertaining with Michael Chiarello*, began in 2003 and still airs daily. In 2009, he appeared on Bravo's *Top Chef Masters*, winning second place and over \$25,000 for charity. He has appeared numerous times as judge on Bravo's *Top Chef* and *Top Chef Masters*. In Fall 2011, he appears on the *Next Iron Chef* on Food Network. A popular celebrity guest chef, Chiarello appears frequently on NBC's *The Today Show*, CBS's *The Early Show*, *Regis & Kelly*, and *The View*.

Based in the Napa Valley, Michael lives among his vineyards with his wife and children.

LINKS www.michaelchiarello.com
www.facebook.com/MichaelChiarello
www.twitter.com/ChefChiarello

THE STORY

Born in 1962 in the central California community of Turlock, Michael enjoyed a classic Italian upbringing. His parents, following old-school tradition, maintained a garden and harvested ingredients for their homemade regional-Calabrian meals. He learned how to cook at his mother's side. Michael was surrounded by the daily celebration of their Calabrian heritage: good food, wine, and family. By the age of 14, he had taken on his first restaurant apprenticeship.

At the age of 20, Michael graduated from The Culinary Institute of America (Hyde Park, NY), and then attended the Florida International University's School of Hospitality and Tourism Management. Accomplishments came quickly. By 1984, the 22-year-old chef realized his long-held dream, opening his first restaurant, Toby's, in Miami, FL. Just one year later, he was named Chef of the Year by *Food & Wine* magazine.

Yet by 1986, his love for California called him home, and Michael moved to Napa Valley, where he helped design and open the now legendary Tra Vigne Restaurant. There, he refined what would become his unique cooking style: Italian-influenced Wine Country cuisine.

In 1990 Michael purchased and sustainably farmed 100 acres of 90-year old olive trees. In partnership with Williams Sonoma, he founded high-end olive oil brand Olio Santo, helping launch California back into the premium olive oil business.

Soon, Michael was named managing partner for the Tra Vigne group's collection of seven restaurants. While with Tra Vigne Michael created a line of infused oils, and in 1994, he introduced his Consorzio flavored oil brand, which remains a bestseller today. The success of the condiment collection launched another enterprise, with Michael authoring his first cookbook, on oils, followed quickly by a book on vinegars, and then the Tra Vigne Cookbook, which became the basis of his PBS cooking series, *Season by Season*. In 1995, he was again named "Chef of the Year", this time by the Culinary Institute of America.

In 1998, he moved into the world of wine, releasing his first Chiarello Family Vineyards bottling, crafted from his sustainably farmed, small-production home estate. Since then his wines have gained national recognition including a recent 94 point score from *Wine Spectator* for his '08 Giana Zinfandel. (<http://www.chiarellovineyards.com>)

By 2000, he had founded the San Francisco-based PanoRama Baking Co., opened Ajax Tavern and Bump's (Aspen, CO), Caffè Museo in the San Francisco Museum of Modern Art, Tomatina (St. Helena, CA), and Bistecca (Scottsdale, AZ). That same year, his career took yet another path when he launched his retail website and catalog, NapaStyle.com (<http://www.napastyle.com>) a culinary-driven on-line store of specialty cookware, cutlery, bakeware and kitchen appliances. With the site's ensuing success, NapaStyle developed into a handful of retail stores in California. For the next nine years, Michael focused on his media outlets, debuting Michael Chiarello's Napa on public television, and a book, Napa Stories, followed by yet another book, Michael Chiarello's Casual Cooking. His talents as an on-camera host were in demand, and he was tapped as a regular contributor to CBS' The Early Show.

The Food Network came calling in 2003, and *Easy Entertaining with Michael Chiarello* aired its first episode. The Fine Living Network signed him up next, for his NapaStyle series. In 2005, *Easy Entertaining* won two Emmys. *Easy Entertaining* saw its third Emmy in 2006.

By 2008, Michael was yearning to get back to his first love and back into the kitchen. He opened Bottega in Yountville, which in its debut year received three stars from the *San Francisco Chronicle*, was honored by *Esquire Magazine* as one of the "Best New Restaurants in America" for 2009 and continues to receive widespread national attention and notable accolades. With Bottega (<http://www.botteganapavalley.com>), Chiarello has come full circle to his earliest dreams of creating fresh, seasonally based, flavorful Italian cuisine celebrating the bounty of Napa Valley. Bottega draws inspiration from Chiarello's Calabrese roots, with its fresh, bold, Italian menu and a well-selected, value-oriented wine list. Also in 2008, Michael opened his flagship NapaStyle retail store that includes the Panini Bar & Café, Wine Shop & Tasting Bar, Olive Oil Bar, and Salumeria - just across the path from Bottega in Yountville. Bottega and NapaStyle, Yountville have become a 'must visit' for locals and tourist, alike. In November 2010, Michael released his latest cookbook, Michael Chiarello's Bottega (Chronicle), which has since been nominated by IACP and James Beard as best new cookbook.

Still, his media career continued to grow, and in 2009, Michael competed on Bravo's *Top Chef Masters*, advancing to finalist level, all the while raising \$28k for Napa Valley's Clinic Olé. He also appeared as a judge on several episodes of Bravo's "Top Chef". Michael continues to be a regular contributor on *CBS' The Early Show*, *NBC's Today Show*, *Martha Stewart Living Radio*, and other national shows plus a regular contributor for the *San Francisco Chronicle*, *Inside Scoop 'Voices'* column offering readers a chef's insider culinary perspective. In April 2011, Food Network announced Michael as a contestant on *The Next Iron Chef*. The show will be aired in Oct. 2011.

Throughout each year Michael lends his time and creativity to numerous charities like Meals on Wheels and Clinic Olé, believing that chefs are in a unique position to raise much needed funds for undernourished communities. A huge supporter of his wife Eileen's culinary adventure camp for youth, "Dirt to Dine", Michael truly believes that all future progress and significant change must start with children.



BOTTEGA NAPA VALLEY RESTAURANT. Michael’s highly acclaimed restaurant, Bottega, opened in December 2008, and is located in the culinary epicenter of Yountville, CA. Prior to Bottega, Michael was Founder/Executive Chef of Tra Vigne (Napa Valley) as well as seven other restaurants. (www.botteganapavalley.com)



EASY ENTERTAINING WITH MICHAEL CHIARELLO. EMMY AWARD WINNER, BEST HOST (2005). Michael co-produced and hosted the Food Network’s “*Easy Entertaining with Michael Chiarello*” which continues to air daily and won three daytime Emmy Awards. In 2009, Michael starred on Bravo’s premiere of “*Top Chef Masters*”, the spin-off series of cable’s #1 Emmy and James Beard Award winning food show “*Top Chef*”, where he has appeared as a judge. On “*Top Chef Masters*” Michael competed and advanced to finalist level, while raising \$28k for Napa Valley’s Clinic Ole. In Oct. 2011, Michael will appear on Food Network’s *The Next Iron Chef*.



MICHAEL CHIARELLO'S BOTTEGA. 2011 IACP AND 2011 JAMES BEARD AWARD NOMINATIONS. Additional books include *At Home with Michael Chiarello*, *Michael Chiarello’s Casual Cooking* (2002 IACP Award), *Napa Stories*, *The Tra Vigne Cookbook*, *Flavored Vinegars* and *Flavored Oils*. Due to the ongoing success of Chiarello’s cookbooks, Chronicle Books recently reissued his first two titles, *Flavored Vinegars* and *Flavored Oils*, into a combined edition. Chiarello is currently working on two new books.

IN THE VINEYARDS



93 POINTS WINE SPECTATOR, 2004 EILEEN CABERNET SAUVIGNON, 94 POINTS 2008 GIANA ZINFANDEL

Michael's small family winery, Chiarello Family Vineyards, makes limited production estate wines from the 96-year-old vineyards surrounding his St. Helena, California home. Michael's passion for sustainable living is reflected in his eco-friendly vineyard farming practices. Chiarello Family Vineyards are highly rated – the Wine Spectator awarded 93 points to the 2004 Eileen Cabernet and 91 points to the 2004 Bambino Cabernet, 94 points to the 2008 Giana Zinfandel and all three additional wines he makes have each scored 90+ in their recent vintages. (www.chiarellovinyards.com).

IN RETAIL



In 2000, Michael founded NapaStyle, a showcase of handcrafted home goods and artisanal foods that encourage experimentation in cooking and entertaining. NapaStyle shares Michael's perspective on Napa Valley living through its catalog (1-866-776-6272), website (www.napastyle.com) and retail stores, as well as through television shows and cookbooks.

In 2006, Michael opened the first NapaStyle retail store in Berkeley, California's upscale Fourth Street shopping district. With strong consumer demand, NapaStyle stores opened in other California locations including Los Gatos, Pasadena, Corte Madera and Costa Mesa.

In early 2008, Michael found the dream location for his Napa Valley flagship store in Yountville, CA. Housed in a historic 1800's brick building, NapaStyle Yountville includes a Panini Bar & Café, Wine Shop & Tasting Bar, Olive Oil Bar, Salumeria and outdoor terrace seating for 45. NapaStyle Yountville is located directly across from Michael's highly acclaimed Bottega restaurant.

ARTISAN PRODUCTS



1994 BEST PRODUCT LINE, INTERNATIONAL FANCY FOOD SHOW

Chef Chiarello has been a tastemaker for culinary adventurers and epicureans since the early days at Tra Vigne. In the late '80s, he was the first to replace butter on his restaurant tables with extra virgin olive oil for dipping. The popularity of that idea drove him to make his own extra virgin olive oil and sell it out of the back kitchen to the lines of waiting customers. He then pioneered a way to infuse olive oil with strong Mediterranean flavors such as roasted garlic, basil, and roasted red pepper, winning the 1994 Best Product Line award at the International Fancy Food Show.

Through his artisanal food lines at NapaStyle, he has introduced customers to a variety of high quality ingredients and foods, including all natural spreads, dips, fresh fruit preserves, vinegars and sauces. By educating consumers on his television shows, he launched a huge salt craze and introduced Americans to the wide variety of natural sea and rock salts. He took chicken to new heights by discovering the ultimate ceramic vertical chicken roaster, and ushered in a new wave of cured meats at his NapaStyle Yountville store, which has a salumeria (curing room) inside.

At Michael's culinary headquarters, the Bottega Restaurant and NapaStyle Paninoteca, Wine Bar and store in Yountville, he unearths never-before-tasted flavors and introduces them first to the thousands of visitors and diners in the Napa Valley. On any given day, he may have them tasting a fresh batch of *Marinated Parmesan Dip* or Mediterranean *Spuma di Tonno*, getting a waft of

Triple Lemon Gray Salt, made cooks on a piece of cedar plank salmon, or nibbling a piece of Spicy Calabrian salami spiced from just dried lemon zest, as it with Silafunghi chili paste.

MICHAEL CHIARELLO'S LIFE AT A GLANCE

- 2011** *Michael Chiarello's Bottega* cookbook receives **IACP** and **James Beard** Award nominations
Michael receives The **Culinary Institute of America Alumni of the Year'** Award
Michael competes on **Food Network's The Next Iron Chef** - Series begins Oct. 30, 2011
Chiarello Vineyards 2007 Eileen Cabernet receives **92 Points from Wine Spectator**.
- 2010** Begins regular contributor to **Martha Stewart Living Radio** and **SF Chronicle Inside Scoop Voices** column
Michael Chiarello's Bottega cookbook released, celebrating his Italian-inspired Napa Valley restaurant
2008 Giana Zinfandel receives **93 points from Wine Spectator**.
- 2009** Michael takes second place on **Bravo's Top Chef Masters** and wins \$25,000 for local charity
Michael & his wife Eileen develop **Dirt to Dine**, a farm-based culinary adventure camp for children
- 2008** Michael opened his Napa Valley restaurant, **Bottega**, in Yountville, CA to much critical acclaim, including **SF Chronicle** (Three Stars, Top 100), **Zagat** (Best Newcomer), **Esquire** (Top 20), **Forbes** (Top 10).
NapaStyle opened flagship store, across from Bottega, which includes Café & Wine Shop
- 2007** Chiarello Family Vineyard's 2004 Eileen Cabernet received **93 points from Wine Spectator**
2004 Bambino Cabernet received **91 points from the same publication**
- 2006** *Easy Entertaining with Michael Chiarello* (Food Network), wins third **Emmy Award** (Best Directing)
- 2005** *Easy Entertaining with Michael Chiarello* (Food Network) wins two **Emmy Awards** (including Michael Chiarello as Best Host)
- 2004** *Easy Entertaining with Michael Chiarello* (Food Network) doubled its airtime in popular weekend *In the Kitchen* cooking block;
- 2003** Launched *Easy Entertaining with Michael Chiarello* (Food Network) and *NapaStyle* (Fine Living Network; Aired one of highest rated shows in Food Network history (Nov. 2003)
- 2002** Released **IACP** award-winning cookbook, *Michael Chiarello's Casual Cooking*;
Monthly Lifestyle Contributor to *CBS The Early Show*
- 2001** Launched new PBS show, *Michael Chiarello's Napa* and new book, *Napa Stories*
- 2000** Created **NapaStyle**, a lifestyle retailer and its exclusive line of **artisan foods** (www.napastyle.com).
- 1999** Published *The Tra Vigne Cookbook*. Launched the PBS cooking series, *Season by Season*.
First Chiarello Vineyards wine (www.chiarellovineyards.com) gets a 92 point **Wine Spectator** rating.
- 1998** Received the **Robert Mondavi Culinary Award**.
- 1997** Opened **Caffe Museo** in the **San Francisco Museum of Modern Art** and **Tomatina** in St. Helena, CA.
- 1996** Published *Flavored Vinegars: Cooking with Infused Vinegars*
- 1995** Named **Chef of the Year** by the **Culinary Institute of America**
Published *Flavored Oils: 50 Recipes for Cooking with Infused Oils*
- 1994** Opened **Ajax Tavern** and **Bump's**, both in Aspen, CO
Won **Best Product Line** at the **International Fancy Food Show** for **Consorzio Flavored Oils**
- 1993** Founded the successful San Francisco-based **PanORama Baking Co.**
- 1986** Arrived in the Napa Valley as **founding chef** for **Tra Vigne Restaurant**
- 1985** Named **Chef of the Year** by *Food & Wine* magazine.
- 1982** Graduated from the **Culinary Institute of America** in Hyde Park, NY