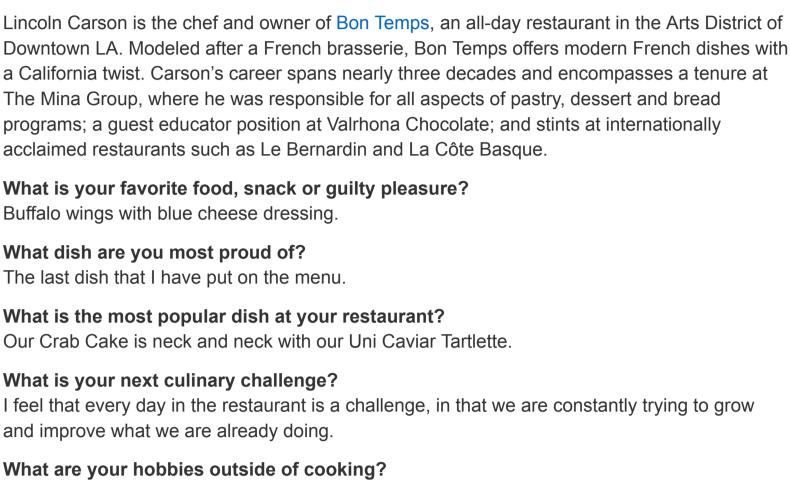
## **REACHFURTHER®** Connecting Your Business to Emerging Opportunities

EAST WEST LIFESTYLE

## Conversation with Acclaimed Chefs By Yulia Idemenko Jan. 23, 2020



Chef Lincoln Carson



**Chef Jason Neroni:** 

What three celebrities do you want to cook for (or have you already cooked for)?

Motorcycles, sporting clays, traveling, camping, eating...

Barack Obama (again), Valentino Rossi, David Letterman.

What reality TV show do you want to be on?

"Man vs. Wild" with Bear Grylls.

There have been so many! It's hard to pin down a favorite dish in 25 years of cooking. I'm proud that I can continue to innovate, evolve and create new dishes. I honor the past of previous dishes that have been created and bring back dishes for customers because I believe

picking a favorite child.

What dish are you most proud of?

What is your next culinary challenge?

simpler. It's more honest, and people appreciate that.

What are your hobbies outside of cooking?

What reality TV show do you want to be on?

news. I read the newspapers every day.

know.

Chef Ray Garcia

Chicharron.

What is the most popular dish at your restaurant?

Lamb neck tamales, fresh-pressed tortillas, lentils.

What is your next culinary challenge?

Opening another restaurant soon.

What is the most popular dish at your restaurant?

Chef Jason Neroni

seaside town. Having served the local community for nearly 40 years, the revamped restaurant features local Southern California cuisine that's influenced by Neroni's world travels and his culinary experience abroad. Neroni started out his career by working in Disneyland's Club 33, before setting out to New York and then Europe. His growing reputation earned him an invitation from Spain to serve as a culinary ambassador, where he worked alongside some of Spain's most influential chefs. What is your favorite food, snack or guilty pleasure?

some hits need to be played again. But there is no single dish that stands out. That's like

That depends on the time of day. The Rose Breakfast Burrito and the Gold's Standard (egg whites, sweet potatoes, mushrooms, turkey sausage) battle it out for brunch supremacy. We sell a lot of grain bowls for lunch—it's Venice Beach. For dinner, it would be Crispy Brussels

Sprouts with dashi broth and the Smoked Radiatore Carbonara. Those two dishes are

unstoppable. I believe we have sold almost 100,000 carbonara in four years.

I love Chinese food, dumplings and noodles in broth. I'm a sucker for dim sum.

Jason Neroni is the chef/partner of The Rose Venice, an iconic restaurant in the heart of LA's

Chefs and Bennett Pozil, executive vice president and head of corporate banking at East West Bank

Every day is a challenge. I have 270 employees, 22 managers, 21 services and 10,000

customers a week. The Rose is a mini Disneyland—a little city, if you will. So, there is always

I'm a huge movie guy. I would've been involved in movies in some way if I wasn't in food, so I obsess over movies. Music is another hobby of mine. I can't go about a day without some sort

of "theme music" in the background. Travel is another—I need to see the world. Oh, and the

None of them. The restaurant reality has more drama, suspense, twists, turns, characters, and

cliffhangers that no TV show could compare to. Plus, I don't watch reality TV, so I wouldn't

something challenging at The Rose. Culinarily speaking, I find myself cooking simpler and



Duck leg confit prepared by one of the chefs at the East West Masters Cuisine

What dish are you most proud of? Thai-style crab soup. What is the most popular dish at your restaurant?

Potato chips.

Chicken pot pie.

**Chef Austin Cobb** 

Dessert dish prepared by one of the chefs at the East West Masters Cuisine

What is your next culinary challenge?

Bicycle riding and traveling.

None.

Restaurant cooking school and an inn in Ojai.

What are your hobbies outside of cooking?

What three celebrities do you want to cook for?

Gary Oldman, Willem Dafoe and Barack Obama.

What reality TV show do you want to be on?

Chef Austin Cobb

Austin Cobb is the executive chef at The Strand House, a Manhattan Beach restaurant that

and working at Michelin-starred restaurant Marennà. Upon his return stateside, Cobb was

features award-winning Coastal California Cuisine. As a South Bay local, avid surfer, baseball player and potter, Cobb started out his culinary career in Redondo Beach before moving to Italy

introduced to Chef Neal Fraser. Together, they opened The Strand House in 2011, where Cobb

Honestly, I love raw veggies. Snacking on carrots and celery is my go-to. They call me "Chef

Whatever the most seasonal dish is, but avocado salad is one of my all-time favorites. What is the most popular dish at your restaurant? Hamachi crudo.

Coming up with unique, never-before-done fall dishes.

for Grant "Twiggy" Baker, an Australian big-wave surfer.

What reality TV show do you want to be on?

What is your favorite food, snack or guilty pleasure?

Conejo" (Rabbit).

now.

What dish are you most proud of?

What is your next culinary challenge?

collaborated alongside several of the country's most notable chefs.

What are your hobbies outside of cooking? Surfing, pottery, traveling, baseball, music—playing records, dancing and singing! What three celebrities do you want to cook for (or have you already cooked for)?

I've cooked for Will Smith (I used to be his personal chef) and Ned Colletti. I would love to cook

"The Bachelor"—just kidding! I already did "Beat Bobby Flay," and that's probably it for me for

What three celebrities do you want to cook for (or have you already cooked for)? I have cooked for [the late] Anthony Bourdain and Maya Angelou, and Bernie Sanders.

former cathedral that is one of Downtown LA's most notable architectural gems, Redbird features modern American cuisine and highlights the multi-culturalism of the city. The restaurant proudly holds its spot on late food critic Jonathan Gold's 101 Best Restaurants List for the Los Angeles Times. What is your favorite food, snack or guilty pleasure?

