

A man in a blue shirt is crouching in a forest, surrounded by green foliage and fallen leaves. He appears to be foraging for wild edibles. The background is a lush green forest.

— FROM —

# GRANDMOTHER'S KITCHEN

★ TO THE ★

# BOCUSE D'OR

R

*Rick Rowland*

RICH ROSENDALE — THE BRAND

*Skillful!*

ALWAYS EAGER FOR A NEW CHALLENGE,  
RICH TAKES HIS CREATIVITY OUTSIDE THE KITCHEN.

Television

Speaking Engagements

Product Line

Rosendale Collective



## RICH ROSENDALE — THE BRAND

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Rich on CBS's Emmy Nominated  
and Award Winning Recipe Rehab



## RICH ROSENDALE – THE BRAND

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Rich on CBS's This Morning Show



## RICH ROSENDALE — THE BRAND

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"The Contender" Documentary





MEET RICH

THE MOST



**INTERNATIONALLY  
COMPETITIVE  
AMERICAN CHEF**

★ BRINGS THE COOKING EXPERIENCE HOME



## **RICH ROSENDALE — THE CHEF**



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**ONE OF 67  
CERTIFIED MASTER  
CHEFS IN THE US**



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**RECOGNIZED  
TELEVISION  
PERSONALITY**



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**PLACED IN THE  
TOP THIRD AT THE  
BOCUSE D'OR**



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**COMPETITOR IN OVER  
45 NATIONAL & GLOBAL  
COMPETITIONS**



## **RICH IS A CERTIFIED MASTER CHEF**

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**Rich is a Certified Master Chef, a distinction earned through the American Culinary Federation. The grueling 130 hour cooking exam held at the Culinary Institute of America has a 90% fail rate and only 67 chefs have ever made it through successfully—Rich being the youngest to ever pass the exam.**





## WHAT IS THE BOCUSE D'OR?

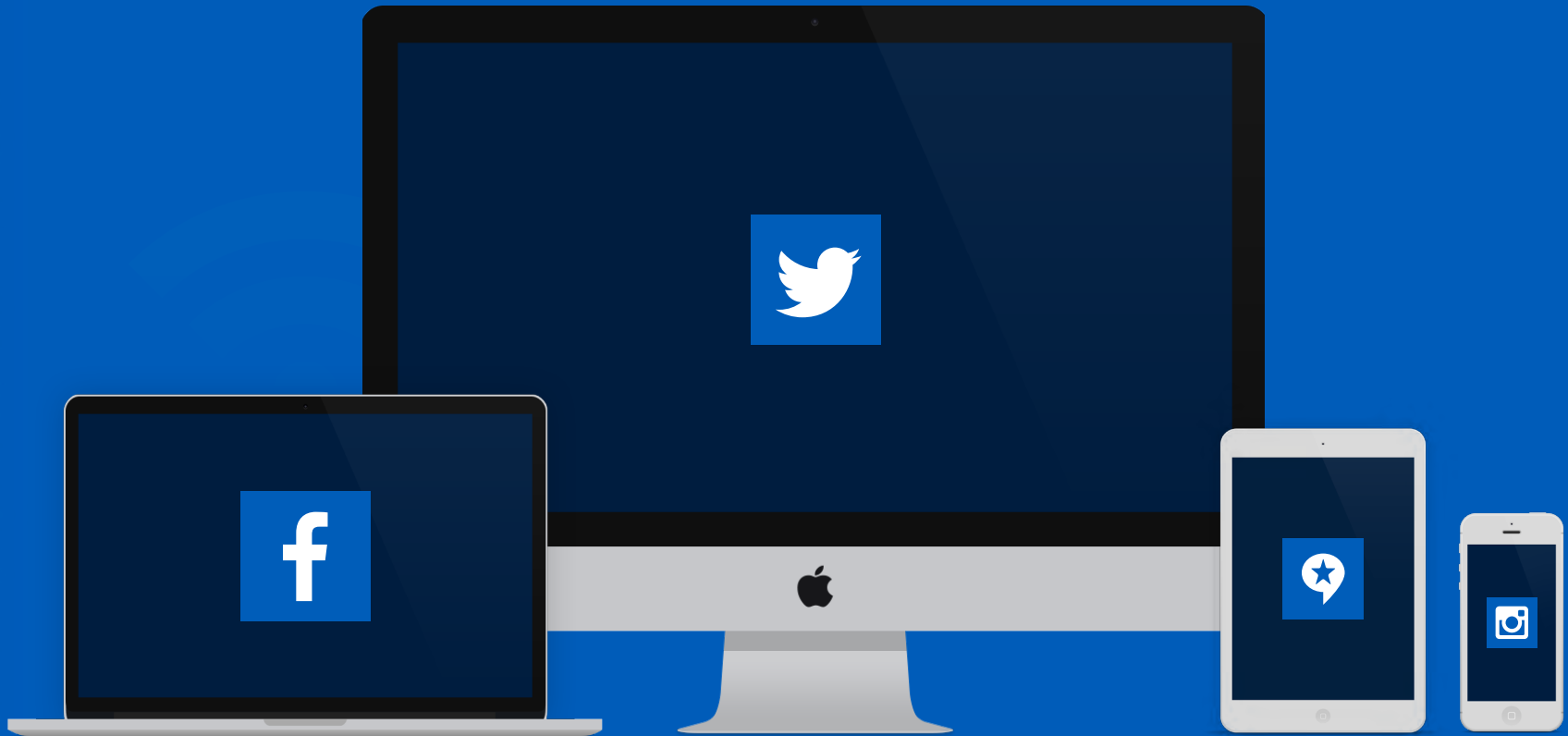
Considered the most demanding 5 hour cooking competition in the world. Rich mentored and Trained with top chefs from around the country, including Thomas Keller, Daniel Boulud, and Grant Achatz. Rich was the USA Champion and earned the right to represent the United States in Lyon France where he cooked against 22 other countries. Few Chefs ever have the opportunity to cook at this level.





## RICH ROSENDALE – THE CHEF

Rich has reached nearly 50,000 hungry followers  
across all of the major social media platforms.





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Richard is the most unassuming walking cookbook of knowledge. He is a powerful player in the chef world, quick with information, and yet very grounded and inviting. An absolute pleasure to work with.

VIKKI KRINSKY / RECIPE REHAB, CHEF







**Richard's accomplishments and successes bring to the table exponential experience and wisdom in nurturing the next generation of chefs. He is a great teacher who is articulate and passionate about what he does.**

**ALAN WONG / RESTAURATEUR**







Richard is a very talented chef who aligns knowledge, technique, speed, creativity, taste and design to his cooking. I had a chance to see Richard cook in the highest pressure during the training and the making of the Bocuse d'Or competition and like a great Olympic athlete, it required a lot of practice, ambition, precision and dedication to the craft - Richard proved to us that he had it all!

DANIEL BOULUD







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**Richard's relentless passion, drive and enthusiasm is contagious, you can't help but want to make yourself better around him. He is a natural born leader, a great example of true craftsman, technician and teacher.**

**GAVIN KAYSEN / EXECUTIVE CHEF,  
SPOON & STABLE, MINNEAPOLIS**



## MEDIA REACH

The Washington Post



The New York Times

People

WALL STREET JOURNAL

Chicago  
Tribune



THROWDOWN WITH  
BOBBY FLAY

BEST THING  
I EVER ATE

CULINARY  
CHAMPIONS

MAKING OF  
TEAM USA

INTO THE  
FIRE



## BRINGING GENERATIONS TOGETHER



A love for cooking came early for Rich, nurtured by both his Italian and German grandmothers as he spent time in their kitchens, and is a passion he shares with his three children now.

GIVING BACK

— UNDERSTANDING THE ROLE OF —

# MENTORSHIP

★ IN HIS OWN SUCCESS ★

## RICH BELIEVES IN GIVING BACK

— TO HELP OTHERS ACHIEVE —



THEIR OWN GOALS



GIVING BACK

— AS A MEMBER OF THE —

MENT'OR

★ BKB ★

CULINARY COUNCIL

RICH INSPIRES A NEW GENERATION  
OF AMERICAN CHEFS

ment'or  
Inspiring Culinary Excellence

SM

BKB

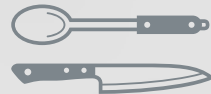
RICH ROSENDALE — THE FOOD

— FROM —

# MEATBALLS

★ TO THE ELITE ★

## COOKING COMPETITIONS



A CAREFUL BLEND OF DESIGN, IMAGINATION, AND CRAFT



**MODERN**

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**CLASSICAL**

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**HOMESTYLE**

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**HEALTHY**

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## PARTNERSHIP OPPORTUNITIES



**In-show  
Integration**



**Merchandising  
and Licensing**



**Endorsements and  
Content Licensing**



**Press and Personal  
Appearances**



**Restaurant  
Partnerships**



**Social Media  
Engagement**



LET'S GET COOKIN'



TELEVISION



SPEAKING ENGAGEMENTS



PRODUCT LINE



ROSENDALE COLLECTIVE



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