

Development. Trenton: New Jersey Agricultural Society, 1951; Smith, Andrew F. *Souper Tomatoes: The Story of America's Favorite Food*. New Brunswick, NJ: Rutgers University Press, 2000.

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Cargill. See Agribusiness; Corn; Multinationals; Poultry Industry.

Caviar. See Gourmet Foods.

Celebrity Chefs Modern celebrity chefs earn among the highest salaries in the food and entertainment industries. Because their celebrity relies on media exposure, celebrity chefs are famous not only for their food but also for their personality and public antics, often displayed on **television**, and their trademark phrases, behavior, or attire. Their celebrity status is closely related to advances in media and communications, particularly the rise of food TV. Like Hollywood stars, net worth and popularity make modern celebrity chefs powerful marketing tools for endorsing commodities, including their own brands, and give them considerable influence beyond cooking.

Criteria used to define a chef as a celebrity include a high media profile, high television ratings, best-selling cookbooks, one or more award-winning or highly rated **restaurants**, prestigious achievement awards, nonfood appearances, and other business ventures. Importantly, being a professionally trained chef is not a criterion for the modern celebrity chef. Formal, globally recognized systems that rank and generate celebrity status include Michelin, *Forbes* magazine's Celebrity 100, the *Time* 100, and *Restaurant* magazine's World's 50 Best Restaurants. Informal systems include political influence. The category "super chefs" designates a group of chef-entrepreneurs whose media profiles and business acumen supersede even the "normal" celebrity chefs.

The variance in criteria and in what celebrity chefs are famous for is illustrated by the number of chefs who have been designated the "first" celebrity chef.

The First Celebrity Chefs

Plato's dialogue *Gorgias* (4th century B.C.), in which he mentions the Sicilian baker Mithaikos, is one of the earliest written records of a celebrated cook. From a historical media perspective, Plato's text situates Mithaikos as the first celebrity chef.

Marie-Antoine Carême (1784–1833) is known as the founder of haute cuisine (classical "high" French cooking). Carême was one of the last chefs in service of the aristocracy and royalty. He was famous for his elaborate confectionary and for his clientele, including King George IV of England, Tsar Alexander I of Russia, and Napoleon.

Alexis Soyer (1809–1858), French by birth, was famed for his culinary and personal exhibitionism as head chef for the Reform Club in London. His enduring media profile is largely the result of philanthropic work such as writing cookbooks for the working classes, designing and setting up soup kitchens in Ireland during the potato famine, and working with Florence Nightingale in the Crimean War. He also invented kitchen gadgets, cooking implements, a campstove to be used by soldiers on campaign, and **condiments** such as Soyer's Relish, marketed under the Crosse & Blackwell brand.

Xavier Marcel Boulestin (1878–1943) was the first television chef proper. Boulestin hosted the BBC's earliest cooking series, *Cook's Night Out*, in 1937. He was already

well known as the chef-proprietor of the top London restaurant Boulestin's (opened in 1927) and is remembered for his credo: "Good meals should be the rule, not the exception."

Cited by the BBC as the world's first celebrity chef, Philip Harben (1906–1970) hosted the first significant British food TV program (*Cookery*, 1946–1951) after World War II.

Fanny Cradock (1909–1994) was often referred to as the first TV celebrity chef. Cradock was famous for eccentricities such as cooking in elaborate evening wear. She hosted BBC cooking shows from 1955 to 1975. Cradock's career is depicted in the BBC drama *Fear of Fanny* (2006).

Julia Child (1912–2004) is widely recognized as America's first celebrity chef. Child's media prestige was first achieved with her best-selling cookbook *Mastering the Art of French Cooking* (1961), followed by her debut TV show *The French Chef* (1963). Her achievement awards include three Emmys (1966, 1996, 1997), the Ralph Lowell Award (1998), the French Légion d'Honneur (2000), and the Presidential Medal of Freedom (2003). She was on the cover of *Time* magazine (1966), cofounded the American Institute of Wine and Food (1981), and gives her name to the prestigious Julia Child Cookbook Awards.

Named "the original celebrity chef" by *Forbes*, Wolfgang Puck (1949–) enjoys a sphere of influence that qualifies him as a super chef. Based in California, Wolfgang Puck, Inc., includes a chain of restaurants; a range of food, drink, and cookware; book publishing; and media programming (TV, radio, **Internet**), as well as **franchising**, licensing, and merchandising ventures. Wolfgang Puck Catering oversees the annual Academy Awards Governor's Ball, and in addition to hosting *Wolfgang Puck's Cooking Class* on the Food Network, he has played himself in the popular TV drama series *Las Vegas*.

Frenchman Marie-Antoine Carême (1784–1833) was the first celebrity chef, but his notoriety could never compare with the sort of fame that today's chefs can attain—especially if they have shows on the Food Channel. Emeril Lagasse—a celebrity chef if there ever was one—had this to say about changes to the profession since the mid-1990s: "Chefs weren't really respected other than being in the kitchen. You rarely saw them in the dining room interacting with people. . . . Now all of a sudden, people have started looking at chefs and saying, 'Wow! That person really is a craftsman, is really a business person, they can do publicity'" (quoted in Ari Shapiro, "Americans' Insatiable Hunger for Celebrity Chefs," NPR, *All Things Considered*, March 5, 2005; <http://www.npr.org/templates/story/story.php?storyId=4522975>).

Rating Systems

Launched in 1900 (three-star ratings for cooking were added in the 1930s), the Michelin Guides are recognized as one of the most influential culinary rating systems in Europe. The launch of Michelin Guides for New York (2006) and San Francisco (2007) indicates its continued global influence.

Notable Michelin-rated celebrity chefs include Paul Bocuse (1926–), one of the fathers of nouvelle cuisine ("new" cooking, i.e., lighter than haute cuisine), founder of the prestigious Bocuse d'Or chef award, and the first chef to be sculpted for the

Grevin Museum in Paris; Alain Ducasse (1956-), the only chef to hold 14 stars for his restaurants in Monaco, New York, and Paris; and Bernard Loiseau (1951–2003), who rose to global media prominence posthumously when it was believed that a rumored retraction of one of his three stars caused him to commit suicide. Bocuse and Ducasse also qualify as super chefs.

Forbes's annual Celebrity 100 is a compilation of the “most powerful celebrities in the world,” based on income and media prominence. Four chefs were ranked among these celebrities in 2006: Rachael Ray (81st), Wolfgang Puck (89th), Emeril Lagasse (94th), and Mario Batali (97th). Ray also featured on *Time's* list of 100 “People Who Shape Our World” in 2006 and is notable as a celebrity chef whose fame is unrelated to restaurant experience. *Time* has previously listed Spaniard Ferran Adrià (1962–) under Innovators (2000) and Artists & Entertainers (2004).

Restaurant has twice named Adrià's El Bulli the best restaurant in the world (2002, 2006) in its World's 50 Best Restaurants listing. Despite numerous prior accolades (including three Michelin stars since 1997), the award considerably increased Adrià's global media presence. Adrià, also a super chef, is noteworthy as a modern celebrity chef whose fame is not primarily television-generated.

Political Influence

The political influence of celebrity chefs is exemplified by Jamie Oliver (1975–), whose campaign to improve school food resulted in revised government legislation. Oliver was voted the British Channel 4's “Most Inspiring Political Figure” in 2006. He has also received an MBE (membership in the Most Excellent Order of the British Empire) and is the first man since 1937 to appear on the cover of the British *Good Housekeeping*.

FURTHER READINGS: Cowen, Ruth. *Relish: The Extraordinary Life of Alexis Soyer, Victorian Celebrity Chef*. London: Wiedenfeld & Nicolson, 2006; Kelly, Ian. *Cooking for Kings: The Life of Antonin Carême, the First Celebrity Chef*. New York: Walker, 2004; Rossant, Juliette. *Super Chef: The Making of the Great Modern Restaurant Empires*. New York: Simon & Schuster, 2004; *Super Chef Blog* [online magazine]. <http://www.superchefblog.com>.

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Chain Restaurants A restaurant chain is a group of two or more restaurants, usually sharing the same name or brand, under a central management structure. Chain restaurants, particularly in the fast-casual market, are the fastest-growing segment of the U.S. restaurant industry.

Industry Divisions

Chain restaurants are divided into two categories, casual dining and fine dining. Casual-dining restaurants offer family-oriented, moderately priced table service meals and generally do not have dress codes. Casual-dining menus feature a wide variety of meal options, alcoholic beverages are usually available, and the per-person check is generally \$10 or less.

The casual-dining sector has recently seen the emergence of two profitable subdivisions: fast casual and upscale casual. Fast-casual restaurants, such as Panera Bread, do not feature table service, and the average per-person check is around \$8.