

rawchef

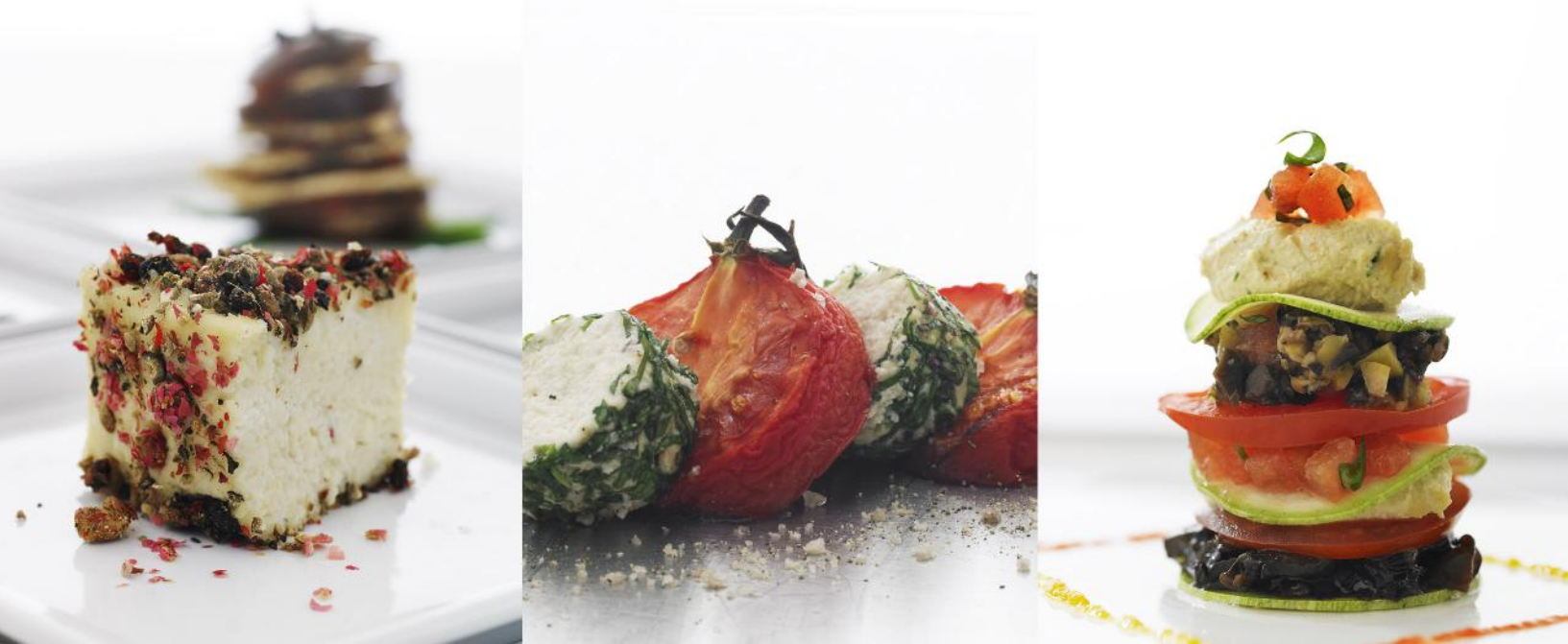
Press Kit



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Vital Creations, LLC—Culinary Services



Vital Creations and RawChef.com were founded for those desiring to tread an artful and abundant culinary path. Our goal is to illuminate new avenues to nutrition by highlighting locally sourced vegan ingredients & traditions. Whether through inspired haute cuisine or the simplest of comfort food snacks, our creations seek to satisfy not simply the palette, but the mind, the spirit, and the neighborhood as well.

A smiling face is half the meal.

Latvian Proverb

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*In this plate of food, I see the entire universe
supporting my existence.*

Zen Buddhist blessing



Build



Vital Creations helps realize culinary dreams, designing and launching premiere restaurants, health-enrichment establishments, and retail products with partners around the globe.

A leader in the nouvelle vegetarian cuisine movement, Chad is smart, perceptive, talented & one of the best friends that a restaurant like Counter could ever have. His menus are innovative, tasty & very tempting; he's not just a great chef, he's great period.

Deborah Gavito, Counter Restaurant, NYC
www.counterrestaurant.com

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Chad's love & enthusiasm for delicious plant based cuisine, presented beautifully, is infectious. It was thrilling to see him create & execute his innovative menu. In my past I have open and run large-scale restaurants in NYC for a decade, and in all of these experiences I have met few people who operate as professionally & ethically as Chad.

Marc Grika, GM of Spirit NY and restaurant consultant for some of the top establishments in NYC.

Vital Creations offers full-spectrum consulting, including:

- Kitchen Design and Equipment Allocation/Upfitting
- Kitchen Staff Acquisition, Training, and Scheduling
- Menu Design and Ingredient Acquisition/Sourcing
- Inventory Management /Cost-Reduction Strategy Development
- Organic Wine & Spirit Consultation
- Product Development for Wholesale/Retail Markets, including Ingredient Sourcing/Allocation and Volume-Production Guidelines Generation

A selection of recent projects:

The LifeCo International (Istanbul, Turkey)

A premium lifestyle-company launching a chain of haute-vegan restaurants, a home & cosmetics line, and several urban-“Rejuvenation” spas throughout Europe & Asia.

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Chad serves as Executive Chef and lead creative consultant, coordinating an international team in the ongoing design and launch of LifeCo. Brand Restaurants and Spas. S.A.F. (Simple Authentic Food) Restaurant in Istanbul, Turkey, opened Spring 2007. S.A.F. London and Munich opens Autumn 2007. www.thelifeco.com

Present Moment Café (St. Augustine, Fl., USA)

An Inspired Raw Food Café, Juicery & Wine Bar.

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Vital Creations provided full-spectrum consulting, with restaurant and kitchen layout design, menu/recipe development, POS systems acquisition, and training for all staff.

The Cliffs Communities (North Carolina, USA)

One of North America’s Premier Golf & Wellness Communities

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VC worked with The Cliffs to develop dietary wellness programs in all Cliffs communities. Chad and VC developed live & vegan food items for all company restaurants, while providing on-going training services for staff & residents in basic vegan nutrition, as well as on-going recipe consultation. www.cliffscommunities.com

Counter Organic Wine and Martini Bar (New York, NY, USA)

World’s 1st All-Organic Bar & Restaurant, located in the heart of Greenwich Village.

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Vital Creations served as Counter’s Consulting/Executive Chef service, assisting in the re-design of the existing restaurant, menus, and operational protocols. Counter Restaurant & Bar has quickly become one of the most popular vegetarian destinations in the city, offering over 150 organic wines and martinis. www.counternyc.com

Sample Restaurant Menu (Saf Istanbul):

TO START

CASHEW HUMMUS

Fresh harissa, mint oil, flax-lavash, crudités

TOMATO CARPACCIO

Local tomatoes, cashew cheese with five peppercorns, caper relish, organic virgin olive oil, flax crackers

VEGETABLE MAKI ROLLS

Sesame carrots, marinated shitake, avocado and wasabi aioli

ASPARAGUS RAVIOLI

Marinated beetroot, shaved asparagus and wild mushroom, porcini crème, balsamic fig compote, thyme

EVOLVED CAPRESE

Tarragon crusted almond chevre cheese, semi dried tomato, rocket, Maine smoked sea salt, pesto oil

WASABI TATOR TOTS

Pan seared, roasted garlic oil, shaved cabbage salad, citrus-shoyu reduction

GREENS AND SALADS

DETOX SALAD

Local green mix, assorted sprouts, shaved roots, miso-citrus dressing and flax crisps

SEAWEED SALAD PLATTER

Assorted wakame, white cabbage, sweet peppers, ginger-sesame vinaigrette, almond-dill pate

SIMPLE CAESAR

Romaine, nori, rosemary croutons, pine nut parmesan, SAF Caesar dressing

BABY SPINACH SALAD

Candied walnuts, sun dried tomatoes, caramelized onions, wildberry vinaigrette

CHOPPED MEDITERRANEAN SALAD

Rocket, cucumber, tomatoes, capers, local olives, basil, sweet onions, shaved pears, dijon vinaigrette

SAF SAMPLERS

A GLOBAL SAMPLER

Summer rolls with tamarind, sushi maki roll with wasabi aioli, almond dill pate with tomato

MEZZE PLATTER

Cashew hummus with harissa, SAF dolma with tzatziki, semi dried tomato, minted tabouli

LARGE PLATES

WHITE LASAGNA

Cashew boursion cheese, shoyu- mushrooms, olive relish, pesto, tomato and charred pepper coulis

WILD MUSHROOM KÖFTE

Walnut-mushroom croquette, slow roasted marinara, fresh olive aioli

TACO TRIO

Soft flax-corn tortillas, Mexican pate, guacamole, salsa fresca, cashew sour cream, chile-lime vinaigrette

HEMP PIZZETTES

Almond-flax crust, sage pesto, tomato, shaved fennel, marinated mushrooms, olive relish, caramelized onions, pine nut parmesan and truffle oils

STIR RAW

Seasonal Asian vegetables, miso ginger sauce, courgette sesame noodles, curried cashews, chile oil

TASTING MENUS

5 COURSE CHEFS MENU

Our chef will guide you on a 5 course tasting menu that will highlight the local availability while also giving the ultimate SAF experience and menu tour.

TO FINISH

CHOCOLATE NAPOLEON

Chocolate brownie, vanilla crème, rum-poached bananas, cacao dust

APPLE CAKE

Sweet apples, coconut, currants, orange sugar, citrus frosting, caramel syrup

PINEAPPLE CARPACCIO

Cashew mascarpone ice cream, fruit salad, passion fruit jus, candied sesame brittle

CHOCOLATE FUDGE SUNDAE

Chocolate gelato, bitter chocolate syrup candied walnuts, cacao tuille

LAVENDER-BERRY SUNDAE

Lavender ice cream, fresh berries, apple spice granola, wild berry syrup

ICE CREAM SAMPLER

Our daily selection of dairy free house made sorbet, ice creams and gelatos



Taste



Vital Creations & RawChef.com seek to celebrate delicious Vegan & Live cuisine with as many people as possible. *VC Chef & Event Catering Services* offer clients a culinary experience uniquely sculpted to their desires and imagination.

*The king of uncooked and vegan cuisine, and
chef to the stars ...*

GO Magazine (U.K Edition), June 2005

VC *Chef Services* brings the artistry of Vital Creations' Master Chefs directly to you, with cuisine tailored to your unique needs and taste. VC Chefs regularly accompany clients on vacations, retreats, and business travel to every continent on earth, creating customized menus in any setting. We pride ourselves in offering unparalleled professionalism in any environment or circumstance.

VC *Event Catering* provides full-spectrum culinary services to compliment your extraordinary events and exceptional moments. Our team will develop and implement a food experience uniquely suited to your special day or event.

Chad Sarno is without question the greatest raw food chef alive. He is the Michael Jordan of live foods... the best at what he does. And I've been fortunate enough to experience his delicious creations.

Woody Harrelson, Actor, Activist www.voiceyourself.com

Chad, you are a Master, Master Chef; totally amazing food. Many, many thanks and the very best to you always.

Lauren Bacall, Actress and Icon

Healthy Adventures Cruises, LLC - U.S. Virgin Islands / Hawks Cay / Florida Keys

Offering exclusive eco-vacations globally in sought out destination spots.

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VC staff served as on-board culinary appointment for 120 cruise guests, followed by providing three meals daily throughout the events, while facilitating, organizing and coordinating 5-star service in conjunction with resident kitchen staff. www.healthyadventures.com

A selection of recent projects that one of Vital Creations chefs served as the personal chef to Woody Harrelson while providing additional catering for select cast events, private parties:

'Transsiberian' - Filmmax Group, 2007

Directed by Brad Anderson; Starring Woody Harrelson, Emily Mortimer, Sir Ben Kingsley; Location – China, Russia, Spain, Lithuania.

'The Walker' - Paul Schrader Productions, 2007

Directed by Paul Schrader; Starring Woody Harrelson, Lauren Bacall, Kristin Scott Thomas & Lily Tomlin; Location – UK.

'North Country' - Warner Bros. 2005

Directed by Niki Caro; Starring Woody Harrelson, Charlize Theron and Sissy Spacek; Location – USA.

Sample Tasting Menu (For Chef Philippe Chevrier, Geneva):

WARM GAZPACHO

Tomato water, avocado sorbet, pickled pepinos, ratatouille oil

MAKI

SAF rice, avocado, young chanterelle, toasted sesame, tamarind
Nori cracker, charred pepper, mushroom ragout, wasabi aioli

FETA SKEWER

Macadamia feta, kohlrabi, caramelized onion, caper berry, basil foam

RAWVIOLI

Red Beetroot, cashew chive bourson, shaved fennel, black truffle, hazelnut oil
Chioga Beetroot, shaved asparagus, candy cap mushrooms, porcini crème, balsamic figs

CAPRESE

Micro rocket, smoked macadamia chevre, tarragon, pink peppercorn,
semi dried tomato, garlic-olive butter

LASAGNA

Courgette, bolognaise, sage pesto, olive relish, shoyu-mushrooms,
pine nut parmesan, local black truffles

ENCHILADA

Walnut-ancho puree, green chile guacamole, fruit salsa, sweet pepper chips,
Jalapeno vinaigrette

WILD MUSHROOM KÖFTE

Roasted garlic alfredo, chile oils, charred tomato, local black truffles

CHOCOLATE MARBLE TORTE

Cocoa, candied pecan crust, drunken berries, cocoa tuile, 100 yr balsamic

SESAME CANNOLI

Curried pineapple, vanilla butter, passion fruit froth, orange sugared puffed quinoa

COOKIE PARFAIT

Cocoa chips, lacuma cookie, citrus confetti crème, rum bananas



Learn

Vital Creations serves as guide, navigating clients through the bountiful landscape of Raw & Vegan foods. *VC Training & Apprenticeship Programs* are a dynamic platform upon which to share the craft with enthusiasts of all stripes. Active participation in *Conferences, Festivals, and Food Expositions* worldwide keeps VC connected to the vibrant and evolving community. *Television & Radio* appearances keep Chad & the Vital Creations Team connected to the world in ways only mass-media can.

*He who dares to teach must never
cease to learn.*

Anonymous

VC Training & Apprenticeship Programs. Whether in the intimate setting of a private home or a commercial-grade academic kitchen, *VC Chef Trainings & Apprenticeships* are an experience like no other. *VC Apprenticeships* offer aspiring artists the opportunity to work next to one of our Master Chefs, on location. Our *VC Internship* program introduces students to the industry-leading edge of the professional Live & Vegan Foods world, while earning credit for school.

Conferences, Festivals, & Food Expo Appearances. Vital Creations takes every occasion to share their passion for 'sustainable' cuisine at conferences and festivals worldwide. Presentations survey the fundamentals of the Raw & Vegan foods and the craft of *Seed-to-Table* gastronomy.

Television & Radio Appearances. Vital Creations embraces every opportunity to share, entertain, and encourage! Recent appearances include...

Canada AM (Toronto, ON, Canada). Air-date March 31st, 2006

Canada's Most Watched Morning Show

Chad was featured in an extended segment about basic raw food nutrition and preparation techniques.

Queer Eye for the Straight Guy (Bravo Channel, USA Networks)

Chad was featured in an episode taped at Counter Restaurant (NYC), in which he showed the cast how to prepare several vegan & raw dishes.

Trend Magazine (CNN Turk, Turkey)

Chad was featured in an episode of Trend Magazine that highlighted the newly opened Saf Restaurant in Istanbul.

Our annual events include:

Vegetarian Awakening (Grand Rapids, MI, USA) April 2006/7

Conference To Elevate America's Newest Cuisine; Grand Rapids Culinary School

This all-vegan/vegetarian conference – the first of its kind – brought together industry artisans and professionals at one of America's leading culinary schools to join discussions regarding international Vegan/Vegetarian guidelines for academic curricula. Chad Sarno represented the living/raw foods movement, and served as a conference panelist & presenter. Chad & VC Chefs provided demonstrations & multiple tastings to conference attendees. www.vegetarianawakenings.com

Chad, I wanted to express my appreciation for all that you did regarding the Vegetarian Awakening Conference. Your efforts during our conference made it a tremendous success. I was immensely impressed with your skill and dedication and so was everyone that attended the conference. Please know that whenever you need me in your corner, I will be there for you.

Chef Kevin Dunn, Culinary Instructor at Grand Rapids Culinary School

Fresh Festival - United Kingdom (Annual event)

Europe's First & Largest Raw and Living Foods Festival

Chad and VC chefs served as Director of Food Service for 300+ conference attendees daily, managing all kitchen-staff. Vital Creations provided conference opening multi-course dinner and closing haute-buffet dinner for all attendees.

Hiring Chad to take full care of the catering was the best decision we could have made, as he delivered consistently great food and service. If you are looking for a raw chef to cater or hire for any event, I can't recommend Chad Sarno enough.

Karen Knowler, Director of The Fresh Network www.fresh-network.com

Sample Training Curriculum (2 Day Intensive Training):

THE BASICS

- Introduction to raw and living cuisine, basic philosophy
- Value of Veganism and Organics- Understanding the importance of living this lifestyle on different levels
- Proper use and knowledge of basic kitchen equipment
- Basic knife skills – knowledge of appropriate knife cuts, styles, safety and maintenance
- Importance of sprouted and germinated foods
- Basics of food combining
- The simple recipes of pates, crackers, soups, salads, simple entrees and basic desserts
- Conscious food prep, the power of intention
- Importance of gratitude and attitude
- Importance of foundation and balance
- Therapeutic vs. Comforting foods
- Balance of the senses
- Sensual food preparation- Ability and knowledge of using all senses in food preparation
- Allowing creativity to flow, steps needed

THE TOOLS

- The Root of all dishes
- The simplicity of cultural cuisine, working with bases
- Herbs vs. Spices, importance of
- Menu development for efficient prep sheets
- Seasonal adaptations
- Specialized menus for dietary needs
- Intro to non-sweet desserts, for a yeast free diet
- Menu planning for ease and efficiency

THE ADVANCED TECHNIQUE

- Simple to complex spice combining
- Gourmet and complex cultural spice combining - Understanding of combining all cultural spices and having the ability to synergize all dishes on the buffet table

- Meal presentation and garnishing- Ability to present buffet tables and simple dishes with aesthetic beauty
- Recipe Development; Mocking favorite cooked recipes, the beginning steps
- Recipe Development; Knowledge of cooked ingredient substitution, and creating food to taste and feel cooked without harming its enzymatic value along with keeping its vibrancy
- Warming, wilting and massaging techniques
- Minimizing waste for a multitude of uses
- Gourmet presentation, plating and garnishing!
- Stacking, working with the layering of flavors
- Fermentation and Culturing, appealing to the masses with living foods
- Working with textures that will appeal to all.
- Cheeses, mocking some simple favorites
- Breads, mocking some simple favorites
- Testing our knowledge of Cultural Cuisine
- Buffet development, brining balance to an array of dishes
- Steps to take in a full course menu to achieve optimum balance and layering.

APPLYING THE TOOLS

- Fusion cuisine, the steps in bridging herbs and spices
- Working with the rainbow diet, the importance of color on many levels
- The elegance of gourmet presentation, and plating ;
- Ability to present tables and dishes with aesthetic beauty.
- Herb infused oil, powders and other helpful accents
- The next step in garnishing
- Measurements and Equivalents, working with the tools
- Converting recipes for larger events
- The next step in taking raw culinary artistry to the next level as a profession