

# FOOD FANATICS

media food styling from classically trained chefs

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## Biography

A seasoned food professional with over 27 years of experience, Denise Vivaldo has catered more than 10,000 parties and has cooked for such guests as George H.W. Bush, Ronald Reagan, Prince Charles, Bette Midler, Suzanne Somers, Merv Griffin, Cher, Aaron Spelling, Sly Stallone, Arnold Schwarzenegger, and Maria Shriver. She began her culinary training at the Ritz Escoffier and La Varenne in Paris, and then graduated Chef de Cuisine from the California Culinary Academy in San Francisco. Denise spent numerous years as a professor at UCLA's Culinary Program and at her Alma Mater, The California Culinary Academy.

In 1988, Denise founded Food Fanatics, a catering, recipe-development, and food-styling firm based in Los Angeles, California. Since that time, she has catered for such events as the Academy Awards Governor's Ball, Sunset Magazine's Taste of Sunset, and Hollywood wrap parties. She has also styled food for countless local and nationally syndicated television shows such as The Ellen DeGeneres Show, The Tonight Show with Jay Leno, NapaStyle with Michael Chiarello, and Access Hollywood Live with Billy Bush.

Denise is the author of How to Start a Home-Based Catering Business, which has sold more than 150,000 copies and is in its 6th edition, and How to Start a Home-Based Personal Chef Business. She is also the author of The Food Styling Handbook, Perfect Table Settings, Do It For Less! Parties, Do It For Less! Weddings, and The Entertaining Encyclopedia. In addition to books, Denise is a contributing blogger for the Huffington Post as well as her own blog, Food Fanatics Unwashed.

Denise is passionate about passing on what she has learned. She founded the Culinary Entrepreneurship Program and she teaches catering and food styling seminars and workshops across the country and internationally.

Denise has been a featured guest on a variety of television networks and shows including Good Day L.A., At Home with Lisa Quinn on Live Well Network, ABC Morning News, the Japanese Drama Channel, The Food Network, Home & Garden Network, TV Guide Channel, SoapNet, Lifetime TV, and TV Land.

As a consultant, Denise assists companies to better their products. Clients include The Meyer Corporation, Hamilton Beach, QVC, Hunt-Wesson/ConAgra, Euro Direct, Hy-vee, Capital Brands, and Future Kitchen Technologies.

Denise has helped many people with their cookbooks, including: Skinny Bitch by Kim Barnouin; Mariel's Healthy Kitchen by Mariel Hemmingway; The Date Night Cookbook by Meredith Phillips; Somersize Fast and Easy Cookbook, Somersize Desserts, Somersize Chocolate, and Eat, Cheat and Melt the Fat Away, by Suzanne Somers; The Food Mover Cookbook and Steam Away the Pounds! by Richard Simmons; The Calorie Countdown Cookbook by Juan-Carlos Cruz; Eat, Taste, Heal by Dr. Tom Yarema; The 3-Hour Diet Cookbook by Jorge Cruise; and Hey, Mom! I'm Hungry! by Susan Powter.

**Visit Denise's websites for more information:**

**[DeniseVivaldo.com](http://DeniseVivaldo.com)**

Culinary consulting services

**[FoodFanatics.net](http://FoodFanatics.net)**

Food styling and recipe development services for print, TV and web

**[CulinaryEntrepreneurship.com](http://CulinaryEntrepreneurship.com)**

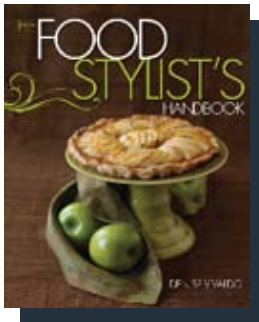
Food styling classes

**[FoodFanaticsUnwashed.com](http://FoodFanaticsUnwashed.com)**

A blog of our personal and professional culinary adventures



**Denise Vivaldo**



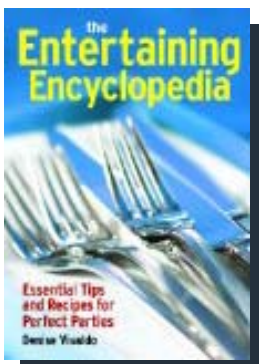
### The Food Styling Handbook

This comprehensive guide to breaking into the secretive and exciting world of food styling is the only book of it's kind. Written by celebrity food stylist and culinary producer, Denise Vivaldo reveals how to create and build your own exciting culinary career (or create better photos for your food business, cookbook or website). After years of teaching all over the world, Denise is excited to make these tricks of the trade available to those who aren't able to attend her classes.



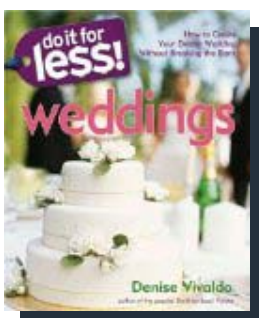
### Perfect Table Settings: Easy and Elegant Ideas for Hundreds of Napkin Folds and Table Arrangements

One of the surprising positives of today's uncertain economy is the return of home entertaining. As necessity is the mother of invention, creativity is the mother of a small budget. This book gives the home hostess (or professional planner) limitless possibilities for creating festive, timeless, fun and elegant table settings.



### The Entertaining Encyclopedia: Essential Tips for Hosting the Perfect Party

Entertaining friends and family is one of the best gifts you can give them. Parties are the stuff of memories; far more valuable than anything you can buy. And one of the best gifts you can give yourself is to learn how to enjoy your own parties, which makes them more fun for everyone. With The Entertaining Encyclopedia, author Denise Vivaldo has provided 200 of her carefully tested recipes and hundreds of time-proven party ideas and tips, making this book *THE* go-to resource guide for entertaining, and having a great time doing it.



### Do It For Less! Weddings

How to create your dream wedding without breaking the bank. Weddings cost an average of \$27,000 (2007 national average). Do It for Less! Weddings is an answer to that nightmare and a practical guide for brides- and grooms-to-be, showing them how to design and plan a lavish wedding on a tight budget. The book addresses everything a novice wedding planner needs to know, including information and

insider tips on master timelines, budgets, invitations, locations, catering, cakes, flowers, food preparation and recipes, and more. Do It for Less! Weddings offers tried-and-true tricks of the catering and event-planning trades and shows readers how to save thousands of dollars while creating the wedding of their dreams.



### Do It For Less! Parties

The how-to cookbook and guide for catering your own party for 12 to 75 guests without breaking the bank. Do It for Less! Parties is the only guide you need for catering your own event. Packed with more than 65 twice-tested recipes and 9 complete menus, as well as 20 easy hors d'oeuvres you can make in less than 10 minutes, Do It for Less! Parties contains numerous tips, charts, and conversion tables to make the logistics of party-planning a breeze. You'll learn how to organize spectacular parties on short notice, apply professional catering techniques to your own event, cook delicious food on a budget, minimize stress on everyone involved and still enjoy your party.



### How to Start a Home-Based Personal Chef Business

Everything readers need to know to launch a profitable business as a personal chef. Through plain language and easy-to-follow worksheets, Denise Vivaldo takes you through every aspect of setting up and running a thriving home-based personal chef business. She shares her vast experience and expert advice on everything from estimating your start-up costs and finding clients to cooking for special needs and staying profitable. Whether you're just starting to learn the trade or are an experienced chef looking to be your own boss, this guide can help you build your own successful personal chef business.



### How to Start a Home-Based Catering Business

Now in its 6th edition with over 150,000 copies sold. I love being a chef and caterer. I love making money at it. And I'm proud that I make great food and happy memories for people. I have a need to feed and I'm guessing that all of you reading my book do too. In the last twelve years, I have received countless e-mail and phone calls from readers that bought my book. I am always humbled and overwhelmed that anyone would take the time to do that. I'd like to thank every single person who has bought my book. The fifth edition includes even more vital information to help you get your catering business off the ground.

**Featured Guest:**

ABC – Food Coach Lori Corbin, repeat guest  
Your LA  
View from the Bay – News and entertainment show, repeat guest  
Will Work for Food  
Food Network – Episode: Adam Styles Food  
Back to the Grind  
TVLand, original show – Episode: Betty White  
Unwrapped  
Food Network – Episode: Greetings from L.A.  
ABC Morning News  
NBC – News and entertainment show  
Good Day LA  
Fox 11 – News and entertainment show  
Super Drama Channel  
Japanese TV – News and entertainment show

**Food Stylist, Culinary Producer:**

Mariah Carey's Christmas CD Holiday Special  
Bravo-Top Chef Just Desserts Promo  
AOL.com-Lisa Vanderpump Simply Divine Book Tour  
Classy Ladies with Alie and Georgia, The Cooking Channel  
A&E-The Cleaner – Frank Irving, Prop Master  
Sweet Nothings, Hall of Fame TV Movie  
Hallmark – Frank Irving, Prop Master  
WB-Related, pilot and 18 shows  
WB Productions – Frank Irving, Prop Master  
Healthy Baking, 26 shows  
Echo Entertainment – Chad Kline, Executive Producer  
Ann Gentry's Vegetarian Cooking, 13 shows  
Echo Entertainment – Chad Kline, Executive Producer  
Cooking at the Academy II, 26 shows  
PBS/ KQED Productions - Linda Brandt, Producer  
Yvonne's COOKBOOK, 65 shows  
TLC- Richard Reed Productions, Linda Brandt, Producer  
Next Door with Katie Brown, 58 shows  
Lifetime Television, Triage Entertainment - Stacy Rykono, Executive Producer,  
Kevin Cronin, Producer  
Living Better with Carrie Wiatt, 26 shows  
NBC, Hearst-Argyle Television - Sue Sprecker, Director  
Food for Thought with Cheryl Sindell, 26 segments  
Health Network, Body by Jake Productions - Jeanna Smith, Producer  
Fitting It In with Nancy Fox, 13 shows

FIT TV, Body by Jake Productions - Jeanna Smith, Producer  
Weir Cooking in the Wine Country with Joanne Weir, 26 shows  
PBS, Weir Cooking Productions - Linda Brandt, Executive Producer  
Celebrity Dish, TV Guide Channel, 40 two-minute cooking segments  
Media Savvy Productions featuring Doris Roberts, Hal Sparks,  
Al Martinez, and Ron Lester  
Method and Red, 15 shows  
Regency / FOX Television - Method Man, Executive Producer  
NapaStyle II, 26 Shows  
Fine Living, Triage Entertainment- Mel Shafir, Director

**Single Segments or Satellite Tours with cooking talent:**

Mario Lopez at The Grove, Los Angeles  
Eva Longoria Cookbook Tour  
Easy Entertaining with Jamie Oliver  
Caphalon Cookware SMT  
Nestle Toll House Cookies, SMT  
with Lori Loughin, Westglen Communications  
Sam's Club with Wolfgang Puck, AKA Media  
Two Dudes, One Pan, Auritt Communications Group  
Napa Valley Holidays, SMT  
Joan Auritt, Auritt Communications Group  
The Richard Simmons Steamer, SMT  
Samantha Drieman, Director of Marketing, Salton  
Claude Mann, SMT  
Gabianno Winery  
Lean Cuisine, SMT  
HD Television Studios  
The Emmy winning The Donny and Marie Show  
Fox Television, Woodbridge / Dick Clark Productions - Mashawn Niz, Producer, featuring  
Richard Simmons, Suzanne Somers, Bobby Flay, Curtis Aikens, Lauren Hutton, Pamela  
Anderson, Dom Deluise, Florence Henderson, and Sheila Lukins  
Mike and Maty  
ABC Television, ValleyCrest Productions - Bob Levitan, Producer  
featuring Anne Willan, Dianne Worthington, Robin Leach, Jenny Craig, Susan Powter,  
and Laurie Burrows Grad  
Men Are From Mars Women Are From Venus  
Avoca Productions, Sony Pictures Television - Mashawn Nix, Producer  
featuring Christina Ferrare and Carrie Wiatt  
The Emmy winning The Tonight Show with Jay Leno  
Big Dog Productions, NBC - Tracy Fife, Producer  
featuring Jay Leno, Richard Simmons, Naomi Judd, and Nigella Lawson  
The Emmy winning The Ellen Degeneres Show  
A Very Good Production and WAD Productions, Inc. in association with Telepictures

Productions, NBC - Bradford Brilowski, Producer  
featuring Eric Ripert, Hazel Smith, Loretta Lynn, Nigella Lawson,  
Jamie Oliver, and Paul Rankin  
Inside Dish with Rachael Ray  
Crisman Films Productions, TV Food Network - Ted Allen, Producer  
featuring Daisy Fuentes, Dennis Franz, Raven Symone, and Ming Na

### **Infomercials and Commercials**

The Baby Bullet, Capital Brands  
The Ninja, Eurostar  
The Tornado, Patrick Raymond Entertainment  
Nutrisystem, Carol Ladd, Cine Rent West Studios  
The Perfect Steak System, Claire Lewis, Best Direct UK  
Medifast, Genie Francis, Kristie Swanson  
Napa Valley Holidays, Auritt Communications Group  
Food Love, C2 Squared Productions  
Norms Restaurant, Delores Pompa  
Daphne's Restaurant, Julie Bandy  
Marie's Salad Dressing, Ladimar Productions  
Magic Bullet with Mick Hastie, C2 Squared Productions  
Bistro Express, Quantum International  
Do It All, National Media  
The Perfect Omelette, Take Two Productions  
Dion Sanders' Hot Dog Express, Scarpaci/Kelly Productions  
Yoga Now with Mariel Hemmingway, Scarpaci/Kelly Productions  
T-fal's Expressware with Florence Henderson, Quantum International  
Baporama, George Silva Productions  
RoboChef with John Parkin, Bill Flor Productions  
Chef Tony's Volcano, Sylmark, Inc.  
Red Devil Grill, Quantum International

### **Other Appearances and Accolades**

Celebrity Chef at the Fabulous Food Show 2011  
Featured guest speaker at Disney's 2010  
California Food and Wine Festival  
Guest instructor at the exclusive Rancho La Puerta Spa in Tecate, Mexico  
Keynote speaker USPCA conference 2009 and 2010  
Guest speaker and Presenter at Camp Blogaway 2010, 2012  
IACP Panel Speaker, "Online Portfolios" 2010  
IACP Award, Food Photographer or Stylist of the Year 2010  
Cordon D'or Gold Ribbon International Culinary Academy Award for Culinary  
Entertainment Book; The Entertaining Encyclopedia.  
Winner, Gourmand World Cookbook Awards 2010, The Food Stylist's Handbook

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Winner, International Association of Culinary Professionals Cookbook award 2009, Do It For Less! Weddings