

FOOD FANATICS®

media food styling from classically trained chefs

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Denise Vivaldo

Biography

A seasoned food professional with over 20 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 *Inside Dish* with Rachel Ray.

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 5th printing, and *How to Start a Home-Based Personal Chef Business*. She is also the author of *Do It For Less! Parties*, *Do It For Less! Weddings*, and the soon to be published *The Entertaining Encyclopedia*. She is currently working on *The Food Styling Handbook*, a book based on her decades of wide-ranging food styling experience. Denise 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., 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 Hamilton Beach, QVC, Hunt-Wesson/ConAgra, Euro Direct, Hy-vee-Homeland Housewares, and Future Kitchen Technologies.

Denise has helped many people with their cookbooks, including: *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

Culinary consulting services

FoodFanatics.net

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

CulinaryEntrepreneurship.com

Food styling classes

DIFLParties.com

The website for the book *Do It For Less! Parties*

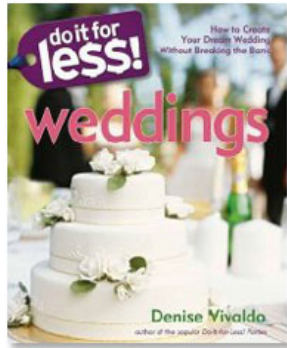
DIFLWeddings.com

The website for the book *Do It For Less! Weddings*

Denise Vivaldo
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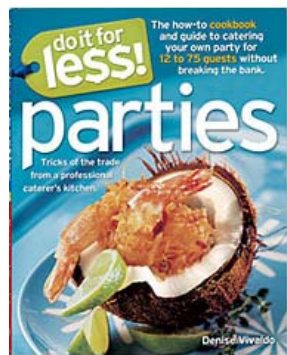




Do It For Less! Weddings

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.

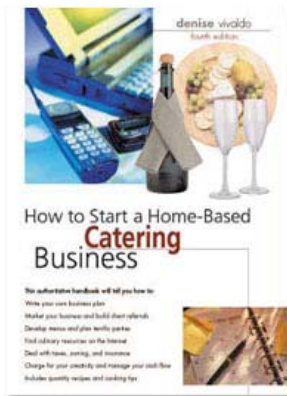
Do It for Less! Parties is the only guide you need for catering your own event. Packed with more than 65 twice-tested recipes and 9 complete menus, as well as 20 easy hors d'oeuvres you can make in less than 10 minutes, *Do It for Less! Parties* contains numerous tips, charts, and conversion tables to 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 5th 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:

Will Work for Food Fanatics
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
ABC – Food Coach Lori Corbin, repeat guest

Your LA
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:

Sweet Nothings, Hall of Fame TV Movie
Hallmark – Frank Irving, Prop Master

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
The Learning Channel - 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:

Nestle Toll House Cookies, SMT
with Lori Loughin, Westglen Communications

Sam's Club
with Wolfgang Puck, AKA Media

Jenny O Turkey and Lindsay Olives
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 Brillowski, Producer
featuring Eric Ripert, Hazel Smith, Loretta Lynn, Nigella Lawson, Jamie Oliver, Paul Rankin

Inside Dish with Rachel Ray
Crisman Films Productions, TV Food Network - Ted Allen, Producer
featuring Daisy Fuentes, Dennis Franz, Raven Symone, and Ming Na

Infomercials and Commercials

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