

Media Contact:
Meghan Patke
Wagstaff Worldwide
meghan@wagstaffworldwide.com
323.871.1151

CHEFJET



www.chefjet.com
www.facebook.com/JetTila
www.twitter.com/JetTila

CURRENT BRANDS

Modern Asian Kitchen

Chef Jet Tila inked a partnership with global food-service leader the Compass Group in 2012 and Modern Asian Kitchen is one of two concepts he is now launching this year. Chef Jet's Modern Asian Kitchen is what Tila describes as "fast-casual, build-your-own-meal" concept, serving a Pan-Asian menu blending influences from a variety of Asian cuisines. Currently open in fourteen locations—at the Northwestern **Memorial Hospital** in downtown Chicago; the Home Shopping Network in Tampa, FL; Raytheon in El Segundo, CA; and in Charlotte, NC—Tila will continue to expand Modern Asian Kitchen into additional institutional and educational facilities. Tila describes Modern Asian Kitchen as "the evolution of Asian quick dining, not unlike what 'fresh Mex' did for Mexican cuisine." Guests at Modern Asian Kitchen choose a base, such as rice or greens, and then add proteins and sauces to complete a meal. The menu also features gluten-free and vegetarian options.

Kuma Snowcream

Opened May 2013 on Memorial Day weekend in Las Vegas, Kuma Snowcream is a bright, playful, and cutting-edge approach to a traditional Asian frozen dessert. The concept is built around Tila's signature snowcream recipe, which he creates by shaving blocks of ice and then adding flavor. "It feels like fresh powdered snow, but it's creamy and tastes like ice cream," he notes.

Schwan's Home Service

Tila partnered with Schwan's Home Service in 2010 to offer chef-created, Asian-inspired meals for home delivery. Schwan's, which has been in business for over 70 years, offers its customers five different dishes, which Tila created in part from recipes handed down through his own family. Tila's Chicken Lo Mein recipe is one he learned from his grandmother and has been cooked for generations. Additional recipes in Tila's line of meals for Schwan's include his famous Drunken Noodles, Cashew Chicken, and Wonton Soup, to name a few. Tila's dishes have been popular selections with Schwan's customers, and recently launched a new Orange Chicken dish this spring.

ACCOMPLISHMENTS & AWARDS

- First-ever appointed Culinary Ambassador of Thai Cuisine (2013)
- National Asian and Pacific Islander Heritage Month "Dream of Los Angeles" Award (May 2013)

OTHER NOTABLE CULINARY PROJECTS

- Tapped to host Los Angeles' first Thai Culinary Festival (September 2013)
- Leads bi-monthly "[Melting Pot Tours](#)" of Thai Town in Los Angeles, in which he curates a culinary tour of his favorite parts of the neighborhood
- Consulting chef work with companies such as [Kikkoman](#), the [Beef Checkoff](#), the [National Peanut Board](#), [Alaska Seafood Marketing Institute](#), and many others

NOTABLE MEDIA APPEARANCES

- Food Network's "Guy's Grocery Games," re-occurring celebrity guest judge (October 2013 – Present)
- Food Network's "Cutthroat Kitchen," re-occurring celebrity guest judge (September 2013 - Present)
- MSN "Appetite for Life with Andrew Zimmern" (April 2013)
- Food Network's "Rachael vs. Guy: Celebrity Cook-off," celebrity guest judge (2013)
- Food Network's "Chopped," celebrity guest judge (2012-13)
- Yahoo! Shine "Reluctantly Healthy with Judy Greer" (2012)
- Host of "SoCal Restaurant Show" on KLAA, Los Angeles (2012 – present)
- Food Network's "Iron Chef America" (2011) vs. Masaharu Morimoto
- Regular contributor to "Good Food" on KCRW/NPR
- Appearances on array of national TV and radio broadcasts, including: two appearances

on Food Network's "Best Thing I Ever Ate" (2008) as well as "No Reservations, With Anthony Bourdain" (2009) "Parts Unknown Las Vegas" CNN 2014

- "Chasing the Yum" on Veria TV (2006-2008; host for 2 Seasons with 24 episodes)
- Former food writer at the *Los Angeles Times* (1998-2000; at 23, had 2 cover stories)
- Numerous local and regional TV and radio appearances

CHRONOLOGY

- 1966: Jet Tila's parents separately move to Los Angeles from Thailand
- 1972: Parents open Bangkok Market, the first Thai market in the U.S.
- 1975: Born in Los Angeles
- 1978: Parents open Royal Thai Cuisine in Los Angeles, which now has four locations
- 1980-1993: Tila does homework in the restaurant, learns the art of Cantonese cooking from his grandmother, goes to school, and works in the family's market and restaurant
- 1998-2000: Attends Le Cordon Bleu, California School of Culinary Art, and the California Sushi Academy
- 1998-2001: Contributes to the *Los Angeles Times* Food section, doing recipe development, testing, and writing stories
- 2000-2004: Works at Patina Restaurant Group, The Hungry Cat, and Grace—not at the same time
- 2005-08: Partners with *Bon Appétit* Management to create large-scale Asian café concepts for Google, Intel, ebay, and others
- 2008-2011: Is tapped by Steve Wynn to open Wazuzu in Las Vegas in 98 days, and turns it into a nationally acclaimed destination restaurant
- Present: See "Current Brands" above for the full rundown

FUN FACTS

- Holds four world records: for creating the [World's Largest Stir-Fry](#) (4,010 lbs.); [Longest California Roll](#) (440 feet); and [Largest Seafood Stew](#) (6,500 lbs.); [Largest Fresh Fruit Salad](#) (15, 291 lbs.)
- Speaks Cantonese, Thai, and English
- An avid hunter and deep sea fisherman
- Native of Los Angeles, where he currently resides with his wife and daughter
- Is still a partner in the family's Royal Thai Cuisine restaurant and Bangkok Market

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For additional information, or to schedule an interview,

Please contact Meghan Patke at Wagstaff Worldwide:

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