



GUY FIERI **Founder**

In 2006, Guy Fieri ('Fee-eddy') premiered his first show, *Guy's Big Bite* on Food Network. Today, this "Culinary Rock Star" also hosts top-rated show, *Diners, Drive-Ins and Dives*, as well as the special series *Tailgate Warriors* and guest judges on *Next Food Network Star*. On March 14th, 2010, Guy made his debut as a game show host on the new NBC primetime series, *Minute To Win It*. The show became an instant success and is currently airing its third season.

This likeable laid back California "guy" with his trademark bleached blond spiky hair began his love affair with food at the age of ten, selling soft pretzels from a three-wheeled bicycle cart he built with his father named "The Awesome Pretzel." By selling pretzels and washing dishes, Guy earned enough money in six years to study abroad as an exchange student in Chantilly, France. There he gained a profound appreciation for international cuisine and the lifestyle associated with it.

Guy attended University of Nevada Las Vegas, where he graduated with a bachelor's degree in Hospitality Management.

In 1996, Guy and his business partner, Steve Gruber launched their Sonoma County, CA- based Italian restaurant, Johnny Garlic's. Their first location opened in Santa Rosa, CA in the fall of 1996, a second outpost in Windsor, CA in 1999 and their third opened in Roseville, CA in 2008. With the success of their first restaurant concept, in 2003 they developed Tex Wasabi's, a Southern BBQ and California Sushi restaurant in Santa Rosa, CA. Their second location opened in Sacramento in 2007. Always looking to improve upon the restaurant industry, Guy was a three-term President of the Restaurant Association of the Redwood Empire and serves on the Board of Directors for the Educational Foundation of the California Restaurant Association.

In October 2008, Guy released his first book based on his widely popular show, *Diners, Drive-ins, and Dives: An All-American Road Trip...with Recipes!* (William Morrow), which offers recipes and memorable stories from establishments he has visited around the country. A follow up book, *More Diners, Drive-ins and Dives: Another Drop-Top Culinary Cruise Through America's Finest and Funkiest Joints* (William Morrow), hit stores in November 2009. Both editions landed in the #1 spot on The New York Times Best Sellers List for 12+ weeks. In May 2011 Guy released his first cookbook, *Guy Fieri Food* (William Morrow), which will include over 125 original recipes, full color photos and cooking tips. That same month, he combined the worlds of food and rock n roll during his second ever cross country tour. Guy's first tour, "The Guy Fieri Road Show," took place in November 2009 and toured 21 cities in 30 days at venues that seated 2,000-5,000 fans.

In 2011, Guy launched his own line of Guy Fieri BBQ Sauces and Salsas as well as a Flavortown food line, which includes ready to eat frozen and refrigerated food products. Currently available nationwide, Guy Fieri BBQ Sauce and Salsas each come in four varieties and the Flavortown line offers items such as pre marinated steak and pork, five varieties of sausage and appetizers that include everything from potstickers and hush puppies to grilled shrimp and scallop skewers.

Passionate about empowering today's parents to include their children in the kitchen and educate them about eating healthy, Guy helped draft California state legislation proclaiming the 2nd Saturday in May annually as "Cook With Your Kids Day." It was passed unanimously by the California State Legislature in 2008. Invited by the US Navy Team to cook at the White House in March 2010, Guy spoke to politicians about making this a nationally recognized holiday. In August 2010, he officially launched CWK (Cooking With Kids) (www.cwkfoundation.org), a program that encourages developing healthy eating habits to address the childhood obesity crisis and strengthen the family unit by sharing quality time in the kitchen.

A long time a supporter of law enforcement and the military men and women serving our country, Guy has an on-going Armed Forces Entertainment commitment and has visited bases in the Persian Gulf, Guantanamo Bay, and Hawaii, as a guest of the U.S.Navy. He entertains the troops and inspires the military culinary specialists with instruction and inspiration.

Guy lives in Northern California with his wife, Lori and two boys – Hunter and Ryder.

**For more information, or to request an interview, please contact
The Brooks Group at 212-768-0860.**