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**First episode in new season of Rodeo Drive - The Podcast launches today**

***From a Hamlet to Hollywood: Wolfgang Puck's Unstoppable Journey***



Left: Wolfgang Puck, photo by Marco Bollinger, courtesy Chef and Restaurateur Wolfgang Puck; right: Michelin-starred CUT Restaurant by Wolfgang Puck, courtesy Beverly Wilshire, A Four Seasons Hotel.

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(Beverly Hills, CA, May 9, 2023) – The Rodeo Drive Committee announced today the launch of a new, fourth season of *Rodeo Drive - The Podcast*. Kicking off the series for listeners around the world in more than 100 countries, **Wolfgang Puck**, legendary chef, restaurateur and caterer to the stars shares his extraordinary journey in a conversation with **Lyn Winter**.

In ***From a Hamlet to Hollywood: Wolfgang Puck's Unstoppable Journey***, hear how, at age 14, a country boy left an abusive home to take a job peeling potatoes in a nearby restaurant. Two decades later he was a legendary chef, restaurateur, and caterer to the stars in Hollywood.

Born in a rural village in Austria, Puck set off on his own after middle school and worked his way to the top of fine dining in Provence, Paris and Monte Carlo before making his way to Los Angeles, where he transformed Ma Maison and then launched the game-changing Spago in West Hollywood and then Beverly Hills, followed by Chinois On Main and now CUT by Wolfgang Puck Restaurant and Lounge at the Beverly Wilshire, A Four Seasons Hotel.

Along the way, he invented the open kitchen, introduced Asian fusion, elevated farm-to-table produce, and became the caterer for the Oscars. Now his empire spans more than 27

restaurants around the globe, cookware, wine and coffee lines, best-selling cookbooks, and a documentary film. He has a star on Hollywood Boulevard, a character based on him in an animated TV show, and is studying at Harvard.

Puck talks about the twists and turns on his path to success, including the challenges of seating the stars in the most popular restaurant in town. He recalls feeding Lionel Ritchie and Jimmy Connors on the staircase, creating smoked salmon pizza for Joan Collins, and sealing the deal to cook for the Academy Awards.

“I said, ‘I don't tell you how to make the movie, you don't tell me what to cook,’ and that was it. And they said, okay, and they were happy because they didn't have to choose. Before they used to get into fights; one wanted chicken, one wanted fish, one wanted steak, and so forth.”

He recollects the violence in his life, first from a terrible stepfather and then in the kitchens of his early days. “It used to be totally, totally crazy in the kitchens, you know. And for what? ... But normally, if they mess up something, I just show them how to do it the right way, right. It's easier than yelling at them.”



At CUT by Wolfgang Puck, courtesy Beverly Wilshire, A Four Seasons Hotel.

And he expresses the joy of foraging for fresh vegetables, dating back to his childhood with his beloved mother, also a cook.

“If you ask me, what do you prefer, going shopping at Neiman Marcus or to the farmers’ market? There is no doubt that we'll go to the farmers’ market. So for me, our cooking is all about the ingredients. If we get the best ingredients and then not mess them up we're going to have good food.”

Finally, Puck talks about bringing in the next generation, including his son Byron, even though he has no plans to stop working himself, “I get excited about everything...So I think, to me, continuing doing what you love to do and when you're passionate about it, that's what life is all about.”



At CUT by Wolfgang Puck, courtesy Beverly Wilshire, A Four Seasons Hotel.

Rodeo Drive – The Podcast is presented by the Rodeo Drive Committee with the support of The Hayman Family, Beverly Wilshire, A Four Seasons Hotel, and the Beverly Hills Conference & Visitors Bureau.

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**The Rodeo Drive Committee** was founded in 1977 and incorporated in 1982 as Rodeo Drive, Inc., a 501 C (6) non-profit organization, that provides a forum where its members—consisting of retailers, hoteliers, and landowners—can engage, share a dialogue, and help shape the present and future of the iconic, world-famous shopping destination.

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