



momofuku
press kit



**CHEF DAVID
CHANG**



TIME

THE 2010 TIME 100: DAVID CHANG

April 2010
By Ruth Reichl

In our annual TIME 100 issue we name the people who most affect our world.

The cold pink fluff looks like cotton candy and seems entirely tasteless. But soon it begins to melt, seducing your mouth with such creamy richness, it is impossible not to gasp. Beside it sits a fragrant fruit, smooth as pearls. Only David Chang would grate frozen foie gras and serve it with lychees.

When Chang, 32, opened Momofuku in New York in 2004, he reinvented the casual restaurant and changed the game. Turning his back on the high-end kitchens in which he had been working, he started off with a bare-bones place his peers could afford. At first he offered a few simple dishes — pork buns so soft they practically swallowed themselves and memorable ramen made with organic ingredients —

but Chang soon began pushing the boundaries, combining a passion for Asian food with his classic European training and serving the kind of challenging dishes once relegated to expensive establishments. He trusted his customers — who trusted him. Whipped tofu with sea urchins and tapioca? Bring it on!

The profane, irreverent Momofuku cookbook, published last fall, brings Chang's exuberant style right into your kitchen. What he's feeding is an appetite for adventure, and the ride has just begun.

Reichl, a former restaurant critic for the Los Angeles Times and the New York Times, was the last editor of Gourmet magazine.

THE NEW YORKER

PROFILES: CHEF ON THE EDGE

March 2008

By Larissa Macfarquhar (excerpts)

Chang is only thirty, but in the past couple of years he has unexpectedly and, in his mind, accidentally and probably fraudulently, become one of the most celebrated chefs in the country. He is way too neurotic to handle this, however, so he compensates by representing himself as a bumbling idiot. He is five feet ten, built like a beer mug, and feels that most food tastes better with pork.

“You guys have to ask yourself as cooks, how bad do you want this?” Chang declared at the meeting, warming up to his finale. “Life and death is what it means to me. And next time I see something that is not up to my standards I’m gonna let you fucking go. What we want are people with high character that are gonna look each other in the eye and be like I gave you my best effort today. We want the person who fucked up not to be able to sleep at night because he’s so embarrassed, and the next day to be like, I’m gonna get better, I’m gonna get better.”

“I’m so sick and tired of how awesome it is to work at Google or fucking Apple or one of those tech companies,” he says. “Why can’t it be awesome to work for a food company? Why can’t we create an environment where people are trying to push each other and do great things, and we’re not trying to steal from anybody, we’re trying to be good to our farmers and run an honorable business, if there is such a thing anymore? I feel that it would be cowardly and selfish to say, ‘You know what, screw this.’” He is trying to make Momofuku a good place to work: he is sharing ownership with his chefs, and he is buying good health-care plans for his permanent staff and sponsoring English lessons for the prep cooks. “If it was solely about money, I could have sold out a long time ago,” he says, “but I wouldn’t feel good about it, because I’d let everyone down. I don’t know. I’m slowly realizing that I’m a highly complex individual.”



Chef David Chang, 4

Esquire

THE 75 MOST INFLUENTIAL PEOPLE OF THE 21ST CENTURY

October 2008
By Alice Waters (excerpt)

At his three Momofuku restaurants in New York, Chang transforms known flavors—lots of pork, lots of pickles—into a new kind of American comfort cuisine that somehow seems strange and familiar at the same time. His food exploits our reference points and creates new ones. It repackages flavors we already understand and gives us a new understanding of their possibilities. And it is satisfying in ways that are unprecedented. Here, thoughts on Chang, by the legendary Alice Waters, owner of Berkeley's Chez Panisse:

The alternative-food network—people growing extraordinary fruits and vegetable in every part of this country—is multiplying geometrically. While it's one thing to use these ingredients, it's another

when someone really cooks. David knows where the taste is. People used to think that without tomatoes for hamburgers in the winter, you can't cook this way. But now they're into canning tomatoes so you can have them all year, wild mushrooms that can be dried to make soups, and greenhouse—it's endless. David is a champion of this because he believes in farmers. I would love for teenagers to get into it. He's very interested in schools. I want him to set up a whole school cafeteria—we could do something amazing, teaching kids how to run it and making affordable, delicious, wholesome food. David's great skill is to teach people. He has to understand all the ways he can connect. I just hope I can keep him from opening restaurants in Dubai and Las Vegas.





FORTUNE

RAMEN REBEL

35 / Founder and Chef, Momofuku
October 2012

Think you're busy? This year the enterprising ramen enthusiast expanded his nearly 500-employee empire to four Momofuku restaurants in New York City, one in Sydney, three in Toronto, plus two bars and five Momofuku Milk Bar bakeries in New York. His restaurants have won a diehard following, and his food magazine, Lucky Peach, has been a hit. Along the way, the son of Korean immigrants has picked up three prestigious James Beard awards.

40 07

FORTY UNDER FORTY



CRAIN'S

NEW YORK BUSINESS

40 UNDER 40

October 2011
By Lisa Fichenschel

Two years ago, David Chang was nearly burnt out. The chef and founder of Momofuku group had throbbing migraines and “every kind” of psychosomatic ailment. “I only knew how to attack work in a very relentless way,” said Mr. Chang, whose Korean immigrant parents owned a restaurant in northern Virginia. His first eatery, Momofuku Noodle Bar, opened in 2004. The restaurateur has since launched three more, including Má Pêche and Momofuku Ko, as well as two bakeries; all are critically acclaimed. Last year, he was on Time magazine’s list of 100 most influential people.

“I think at times all the attention has been a little bit overwhelming for him,” said Andrew Salmon, his business partner. Mr. Chang now wants to transform his business—which has 400 employees and projected 2011 revenues of \$25 million to \$30 million—into one that is “not about me.” He also wants to continue working on projects that “keep things fun for everyone involved.”

To that end, he is opening a 30-seat restaurant at the Star City casino development in Sydney later this year, his first endeavor outside New York. That it isn’t a 300-seat place—the typical move for celebrity toques—is a nod to the rebel in Mr. Chang. The classically trained chef rejected the traditional style of restaurants he worked in early in his career, such as Craft and Mercer Kitchen. Instead, he has created mostly small spots that don’t take reservations and that offer dishes made with wildly unusual ingredient combinations. Among the items he’s currently experimenting with in his research kitchen are rice noodles and pork pies.

“We are doing ground-breaking work in terms of making rice noodles,” he said. “But it’s not on our menus yet.”

Chef David Chang, 7



VOGUE

DAVID CHANG: THE ANXIETY OF INFLUENCE

September, 2013
By John Powers (excerpts)



“Indeed, since exploding on the scene in 2004 as an East Village enfant terrible who parlayed ramen and pork buns into countless culinary accolades—he just won Outstanding Chef at this year’s James Beard Awards—Chang has become America’s most relevant chef, the king of what we might call the Umami Era, in which street food shares the table with haute cuisine and deliciousness matters more than decor. With an expanding empire and a huge fan base among the young, his ideas have never had more reach or impact...

... In four years, Chang had gone from a noodle cook to an international name brand whose dazzling ascent made him the role model for countless other impatient young chefs who hoped, like

him, to open their own places without long years of apprenticeship in someone else’s kitchen. His fame allowed him to begin steadily growing his empire outside the East Village—opening *Má Pêche* in midtown Manhattan in 2010, *Seiōbo* in Sydney one year later, and the Toronto trio the year after that. (For some reason, this pretension-hating chef is drawn to restaurant names that couldn’t be more hoity-toity—they come complete with diacritical marks.) At the same time, he and pastry chef Tosi began expanding *Momofuku’s* chain of hugely successful stand-alone *Milk Bar* dessert shops, which have inspired a cult around her insanely rich *Crack Pie* and Proustian soft-serve ice cream that tastes like cereal milk.

VANITY FAIR



WHAT YOU SHOULD KNOW ABOUT DAVID CHANG

April 2014

By David Kamp (excerpt)

“It’s hard to believe that this August will mark 10 years since David Chang opened his first restaurant, Momofuku Noodle Bar, in New York’s East Village. That place, whose optimized versions of ramen and pork buns electrified the burgeoning food blogosphere of the mid-aughts, has since begotten nine further New York City establishments (if you count his fast-proliferating Milk Bar dessert shops), five more Chang-branded places in Toronto, and a restaurant in Sydney, not to mention a Wonka-esque culinary lab in Brooklyn. Chang is also a guiding force behind Lucky Peach, a gorgeous, high-production-value literary food quarterly...Now, at the age of 36, he is *après-enfant* and *pas si terrible*, a dialed-down and more reflective man—if still as complicated and self-flagellatory as ever. Herewith, some data gleaned from an early afternoon’s worth of Chang time.”



Forbes Life

INSIDE DAVID CHANG'S SECRET MOMOFUKU TEST KITCHEN

September, 2014

By Steven Bertoni (excerpt)

“If we could all fail like David Chang. In the decade since he opened Momofuku Noodle Bar, he’s turned a meager, 600-square-foot East Village noodle joint into a food cartel that now includes Canada and stretches all the way to Australia. Along the way he’s yanked the white tablecloth out from under the fine-dining scene, proving haute cuisine can come in the form of country ham, pork butt and kimchi—all served in raw-plywood-lined spaces with a large

helping of Guns N’ Roses. ‘Momofuku had an attitude that said, park your expectation and preconceptions of fine dining at the door and let me feed you really good food,’ says Danny Meyer, founder of Union Square Hospitality Group. ‘He’s liberated hundreds of young entrepreneurial chefs to open places they can afford to open,’ adds Ken of Spotted Pig fame: “It was like going to a bar, but he was serving the best food in town.”

DAVID CHANG'S KITCHEN

GQ provided David Chang with a regular column in the magazine titled “David Chang’s Kitchen.” As a contributor, he has explored the following topics:



HOW TO WIN RESERVATIONS AND INFLUENCE WAITERS

May 2014

“Would you like priority seating at busy, popular restaurants like those on Alan Richman’s best-of lists for this magazine? Would you like servers to remember what you like and don’t? Would you like the choicest cuts of meat, the most pristine fish, extra courses on the house? Then you want to become a regular—or what we in the business call a PX table, for person extraordinaire. “

YOUR IDEA OF BOLOGNA IS TOTAL BALONEY

March 2014

“...if I had to wager on what might be the next pork belly or kale salad, I’d put my chips on bologna.”
“And the next time you visit your favorite restaurant, tell the chef to stop making tiny batches of that Italian stuff and start experimenting with great American bologna. Do that and it’s only a matter of time till bologna starts bumping pork belly off menus all over town.”

HOW NOT TO EFF UP LOBSTER

July 2014

“Lobsters may be synonymous with luxury in America today, but 200 years ago there were so many sea bugs crawling around on the ocean floor that it was considered cruel to overfeed them to your servants. But that hasn’t changed a basic truth about lobster: Most cooks fuck it up. And it’s so simple not to”

DON’T GET ALL “FRESH” WITH ME

April 2014

“Now more than ever, we fetishize that word—fresh. Fresh market vegetables! Fresh fish! It’s imbued with moral goodness. But as Chef Chang explains, rot is where it’s at.”



DAVID CHANG'S EXTRACURRICULARS

LECTURES



David Chang has taken the opportunity to share his knowledge and research by lecturing at events and symposiums. In 2011, David gave a lecture at Harvard as part of Harvard's 'Science and Cooking' series and spoke on the topics of microbiology in food, vinegars and using fermentation to create food products. In 2012, he spoke at UCLA as part of their Science and Food lectures, his talk centered around umami and American misconceptions of MSG. In

May 2012, David spoke to Google along with Peter Meehan about their quarterly magazine Lucky Peach. David also contributed to the 2012 MAD symposium, an event held in Denmark which brings together farmers, scholars, foragers and chefs from around the world to talk about food. David and Lucky Peach curated MAD 2013 which was based upon the theme of 'Guts' where 'ingredients and courage' were key talking points.

TV APPEARANCES

David Chang has appeared on daytime and late night television shows in the United States, Australia, and Canada. While interviews are the most common request, David has also been asked to judge multiple cooking competition shows, play himself on an HBO

drama, and battle rival fried chicken maker, Questlove of the Roots, on late night TV. Dave was also the focus of the 2013 James Beard Award Winning series Mind of a Chef. Below are a selection of major appearances:



Charlie Rose
July 2008



Anthony Bourdain: No Reservations
September 2009, May 2012



Late Show with David Letterman
April 2010



Top Chef
Season 8: All-Stars; Season 10: Seattle
December 2010, January 2013



MasterChef Australia
June 2010, June-July 2011



Treme
Seasons 1, 2, 3
2010-2012



The Layover
November 2011



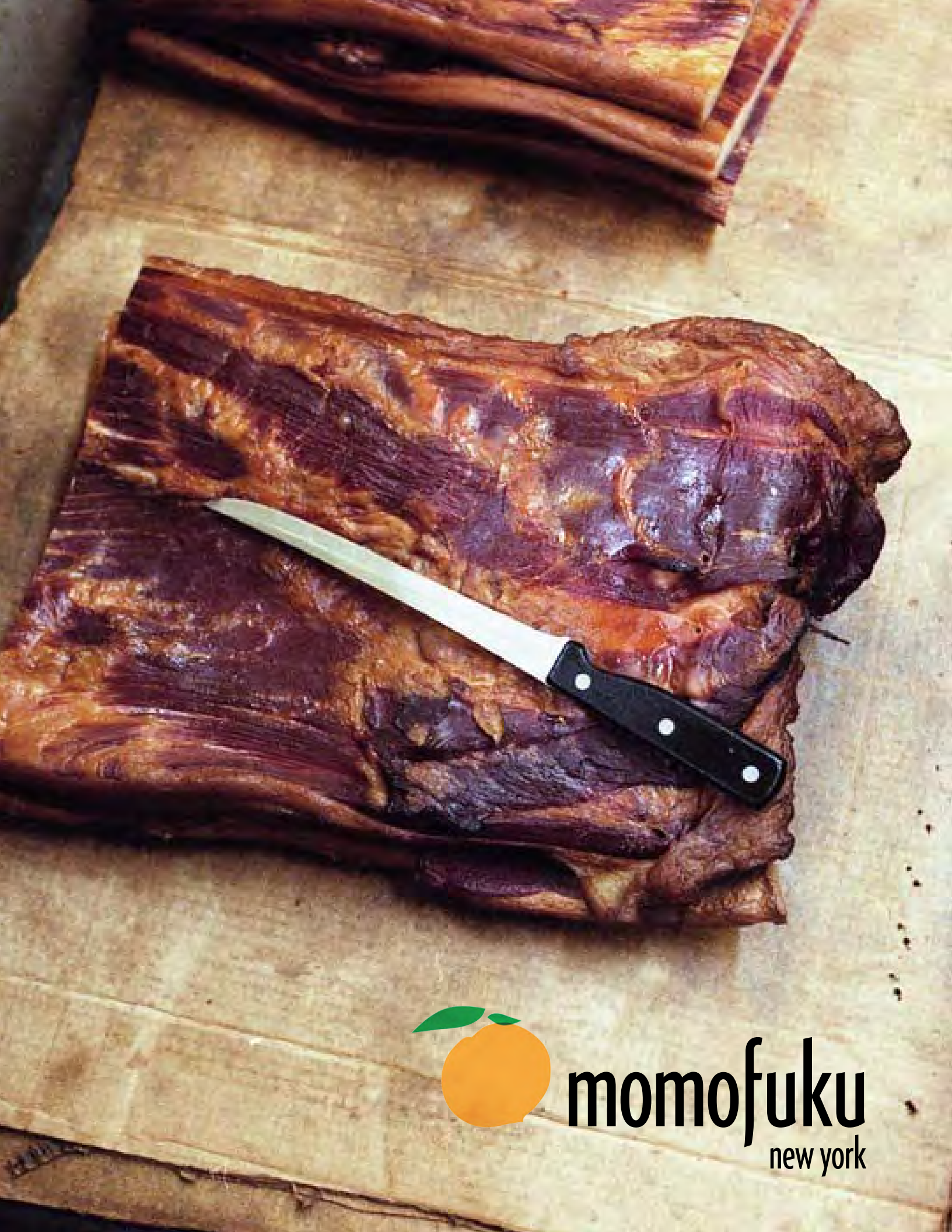
Late Night with Jimmy Fallon
November 2011, April 2012,
November 2012, August 2014



CBS This Morning
March 2012, March 2013
(with Charlie Rose)



Mind of a Chef
November-December 2012



momofuku
new york



bon appétit

THE 20 MOST IMPORTANT RESTAURANTS IN AMERICA 2013

March 2013
By Andrew Knowlton

Momofuku is fun, unexpected, and full of attitude (too bad if you want something served “on the side”). The food avoids easy categories, and it is always evolving. Pork buns and ramen led to bo ssäm, crudo, and Fuji apple kimchi with jowl bacon, each dish addictive and, above all, on the leading edge of where food

was—and is—going. Chang’s empire, which has expanded to include Noodle Bar, Ssäm Bar, Ko, Milk Bar, Mâ Pêche, and Booker and Dax, plus spots in Sydney and Toronto, has changed our dining culture for good (and for the better). I know because I see it—and taste it—every time I eat out.

“WHAT CHANG DID WAS PUT IT ALL TOGETHER AND TURN A TINY EAST VILLAGE STOREFRONT INTO THE MOST IMPORTANT RESTAURANT BRAND OF THE PAST DECADE—ON HIS OWN TERMS.”

The New York Times



2004, the Year That Changed How We Dine

December, 2013

By Jeff Gordinier (excerpt)

“A glance at the list of restaurants celebrating their 10th anniversaries in 2014 makes it clear that 2004, like the years 1967 and 1991 in music, or 1939 and 1999 in film, was a game-changer for the city’s restaurant scene...It was the year when a young chef named David Chang debuted a place called Momofuku Noodle Bar and gradually (after some false starts) began wowing the throngs with bowls of ramen and slabs of pork belly on fluffy steamed buns.”



EATER

AFTER A DECADE OF HYPE, MOMOFUKU NOODLE BAR STILL DELIVERS THE GOODS

April 22, 2014

By Bill Addison (excerpts)

Chang's style merged cultures and dining formats in fresh ways. His bar with the plywood wall that bent the mind serving such sophisticated flavors? It helped to strike a crack in upscale formality that spread until the genre shattered...

...In the food world, David Chang is as much a ubiquity as he is a man. But beyond his juggernaut of influence—the ever-proliferating restaurants in America and

abroad, Lucky Peach magazine, the line of Asian condiments he'll soon unleash on the world—there is still the joy of returning to eat at his first business, Momofuku Noodle Bar in the East Village. He opened it in 2004 and struggled at first with his ramen recipes, working with a distributor to hone the noodle's soft-chewy texture and ditching tradition in favor of a pork bone broth that blew bacony steam onto diner's faces.

...shuffling through the throngs on the way to our seats across from the kitchen, we looked around and commented on the crowd's extraordinary diversity. The rich stew of faces and languages was so New York—and a testament to how Chang's eldest succeeds not just as an accomplished kitchen but also as an egalitarian haven."



The New York Times

TO DINE AT MOMOFUKU KO, FIRST YOU NEED NIMBLE FINGERS

May 2008
By Frank Bruni (excerpts)



Ko pares down stuffy atmospherics in a particularly thorough way. It wagers that for a younger generation more focused on food than on frippery, a scruffy setting, small discomforts and little tyrannies are acceptable — preferable, even — if they're reflected in the price. They are. For \$85 you get a number and caliber of dishes — including a wacky and wonderful blizzard of cold foie gras flakes and a cheeky panna cotta whose sweet, milky flavor mimics the sublime dregs of a bowl of cereal — that might cost \$150 in a more formal environment.

Twice I was blown away by the first savory course, which follows an amuse-bouche of an English muffin soaked with whipped pork fat. It showcases uncooked fluke in a wash of buttermilk, yuzu and sriracha that struck a thrilling balance of round and sharp notes, silky and spiky effects, coolness and heat. On top of this mix were enough toasted poppy seeds to give it a pleasant grittiness and a pointillist skin.

You'll love it, provided you ever get access to it. The unpredictability of accomplishing that — I entered into groveling, Ko-dependent arrangements with tireless friends and readers — has soured some would-be patrons, but Ko can't be faulted for generating a demand in excess of the supply. And Mr. Chang to his credit doesn't seem to be holding any seats in reserve for V.I.P.'s.



The New York Times

MOMOFUKU SSÄM BAR

Serious Strides, but Keeping Its Cool



December 2008

By Frank Bruni (excerpts)

Top Pick

It justly enshrined Mr. Chang as a chef who went further than any of his peers in wedding serious, sometimes challenging food and an ultra-casual, spontaneous dining ethos in tune with unbound times. And it no more wanted for business than it did for acclaim.

When I gave Ssäm two stars in The New York Times in February 2007, it had only a smattering of wines. Now it has about 200, smartly and creatively chosen.

Back in early 2007 its only dessert was a mochi ice cream sampler. Now it has three choices, courtesy of the ascendant pastry whiz Christina Tosi, who deftly integrates salty and sweet by adding Gorgonzola to a pear sorbet and, in another dessert, sandwiching a saltine panna cotta between peanut butter pastry and a Concord grape sauce. If those aren't enough, you can toddle down a short passageway to Milk Bar, get a cookie or a slice of pie, and eat it, standing, at one of the counters there.

At freewheeling Ssäm, you can drop in for just 30 minutes, have a snack of one or two small dishes, pay just \$20 for them. And yet the quality of the food — its fastidious sourcing, vibrant seasoning and ingenious grace notes — isn't dumbed down in the least for an informal context.



EATER RESTAURANT REVIEW: MÁ PÊCHE

April 22, 2014

By Ryan Sutton (excerpt)



“There are over 50 items, virtually all of which you will be shown as waiters and chefs periodically swing by with trays, carts, and trolleys in a relatively seamless process that cumulatively doesn’t take up any more time than the seven minutes you’d spend blankly staring at a four-page menu elsewhere... You make an emotional, visual connection with every single item offered.”

“Má Pêche is a risk-taker, something uncommon not just for Midtown but for a restaurant group the size of Momofuku. And let’s hope we see these trolleys at other venues soon”



The New York Times

STANDOUT WINE LISTS IN NEW YORK CITY

10 of New York City's Most Surprising Wine Lists

August 28, 2014

By Eric Asimov (excerpt)

“People expect surprises at David Chang’s restaurants, but the wine list here may still have shock value. Jordan Salcito, the wine director, has put together a group of 56 bottles all for \$56 each. It includes excellent and oddball selections like a 2012 picpoul blanc from the fine Sonoma producer Copain; a 2012 Fontanasanta Nosiola from Elisabetta Foradori, a terrific, distinctive white; a 2013 “Rouge Frais Impérial,” an unusual Corsican red from Abbatucci; and a 2011 Mendocino County Sun Hawk Farm field blend from Salinia, a producer whose wines always intrigue. Those not content to spend \$56 have another 56 more-expensive selections.”

WINEENTHUSIAST

100 BEST WINE RESTAURANTS IN AMERICA

July 2014

“The list [at Ma Peche] expanded dramatically in the past year, adding an array of wines from lesser-known and up-and-coming producers. A new section of the list entitled “56 Selections” is made up of 56 wines available for \$56 a bottle. The restaurant also offers glasses and tastes available on a sparkling and Coravin cart, with recent options including Clos Rougeard’s 2009 Saumur-Champigny.”



BOOKER AND DAX

ABOUT BOOKER AND DAX

Booker and Dax opened in January, 2012 in the back of Momofuku Ssäm Bar, and is a bar where new techniques and technologies are used in the pursuit of making delicious drinks. Headed by Dave Arnold, the approach to rethinking cocktails is considered, deliberate, and precision-oriented. Questions and curiosity are eagerly welcomed, but most of all, Booker and Dax appreciates anyone looking for a good, strong drink.

ABOUT DAVE ARNOLD

Dave Arnold is the co-founder of Booker and Dax and a new product and equipment development company of the same name. The Booker and Dax lab focuses on finding solutions to real world food, beverage and cooking issues. These techniques and solutions are also implemented at the Booker and Dax bar in New York City. Dave is an award-winning food writer and was previously a contributing food science and equipment editor at Food Arts. He continues to lecture across the country at universities and industry conferences. Dave has been featured in Food & Wine, Time, The New York Times, The New York Times Magazine, Esquire, the Economist and Popular Science, among other publications.

**“HELMED BY FOOD-
TECHNOLOGY WIZARD DAVE
ARNOLD, THE COCKTAIL BAR IS
CURRENTLY SERVING SOME OF
THE MOST BOUNDARY-PUSHING
DRINKS IN THE CITY.”**

AWARDS + ACCOLADES

- Esquire’s Best Bars in America 2013
- Condé Nast Traveler’s Best New Bars in 20 Cities
- Time Out’s Best Drinks in 2012: Booker and Dax’s Sure Bet Cocktail
- Wine & Spirits New and Notable in New York City, 2012
- Complex’s 10 Best New Bars of 2012



BOOKER AND DAX

THE HUFFINGTON POST

DRIVING INGENUITY: THE YEAR-END ROUNDUP IN GAME-CHANGING TECHNOLOGY

“From the wonders of molecular gastronomy to the immersive experience of 4KTV to the jaw-dropping advances in propulsion tech, this video series only touches the surface of how technology can improve our lives at home, work, and play.”

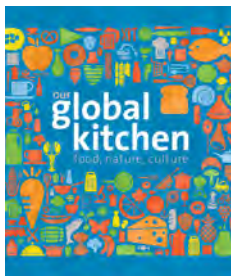
“Molecular gastronomy is changing the way we prepare food... This device is being developed by restaurant Booker and Dax and is known as The Searzall -- it's essentially a power-broiler that allows chefs to create a perfectly golden sear on delicate foods like scallops or foie gras without overcooking.”



MOMOFUKU CULINARY LAB

The Culinary Lab was founded as a research facility dedicated to the exploration and origins of flavor. The Culinary Lab is an outlet for Momofuku's continued pursuit of understanding what we do on the deepest possible level. Working in conjunction with scientists from a diverse range of fields, the Culinary Lab is developing new projects that are indicative of not only Momofuku, but the traditions they stem from.

TALKS + LECTURES



Global Kitchen:
American Museum of Natural History



London Gastronomy Seminars



Royal Danish Academy of
Sciences and Letters



Mad Symposium



Harvard Science and
Cooking Lecture Series



Toronto University
The Jackman Humanities Institute



Experimental Cuisine Collective



The Aarhus Food Festival



UCLA Science and Food

ACADEMIC WORK + MEDIA RECOGNITION



Wolf Food Journal

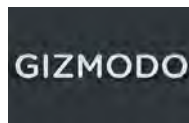


THE NEW YORKER

The New Yorker



The New York Times



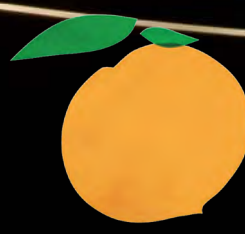
Gizmodo



Wired



International Journal of Gastronomy
and Food Science



momofuku
sydney



RESTAURANT: MOMOFUKU SEIŌBO

4.5/5 STARS

May 2012

By John Lethlean (excerpts)

Seiōbo has an almost electric combination of atmosphere, personality, friendliness and recognition of the fun of drinking. And not just wine (red rice sake, anyone?) But it is the food that ties it all together: focused, sensible yet entirely unpredictable, loved and thought-through—built from prime ingredients and handled with such care by young Brit chef Ben Greeno. A surprise at every turn of the 17 dishes on the menu.

There is an informal greatness to Chang's Asian-inflected food, which his team relays with passion. Little things stay with you; thought-provoking splashes of originality.

Utterly exquisite stuff. They are cooking sublime produce, very, very carefully...The restraint is mind-blowing, ideas revolutionary.



MOMOFUKU SEIŌBO REVIEW

December 2011

*By Pat Nourse, chief
restaurant critic*

In a word, the food. Over the various 15-course meals I ate before I wrote this review, I didn't encounter a single serious technical flaw, and almost every plate held a combination of ingredients or an idea that was new to me.

Hulking great hanks of shoulder, with just the right ratio of fat to lean, fresh from several hours of cooking to gooey tenderness in salt and a substantial amount of sugar. It's bonkers, and completely wonderful.

Altogether, it's a combination that's unique in Australia, about as far from a generic pre-packaged international corporate restaurant roll-out as you can get, and precisely the last thing you'd expect to find in a casino. It's fine dining with (almost) all the nonsense and pretentiousness thrown out, and all the good stuff kept in.



The Sydney Morning Herald

IS THIS AUSTRALIA'S HOTTEST RESTAURANT?

May 2012

By Janne Apelgren (excerpts)

David Chang devises his food with the help of Harvard microbiologists. He's a taste-maker, named by TIME magazine as one of the world's most influential people. He does the steamed pork bun that inspired a legion of imitators (and, yes, it's wonderful). And the night I visit he's in the restaurant, pottering in the back half of the kitchen and occasionally emerging to give some face time to every guest in a casually methodical fashion. Would the experience be lesser without him? I think not. If Chang has a hint of mischief, the youthful and composed British Greeno is James Bond to Chang's Spider-Man.

It's apparent this food is brilliant and original with buckets of mojo. As we finish, it's clear Chang has a mastery of taste that puts him in maestro territory.

The Sunday Telegraph

“CHANG IS ONE OF THE BIGGEST CHEFS IN THE WORLD AND THIS COULD BE HIS BEST VENUE.”

DINING HAS BEEN SET A NEW COURSE

November 2012

By Elizabeth Meryment (*excerpts*)



Seiōbo is worth every bit of inconvenience and every bit of expense. It is the most exciting restaurant I've been to in Australia for many years. More than that, it might just redefine what dining this decade means.

An incredibly slick team of young waiters, led charmingly by ex-Bilson's sommelier Richard Hargreave, ensures the meal runs with precision timing.

Each dish is plated and handed over by the chefs themselves, breaking down the traditional barrier between kitchen and floor. The chefs (including Chang, during my visit) unpretentiously explain each dish, then return to plating up. It's a theatrical experience, with the diner as much a part of the action as the chefs.

The cumulative effect is mesmerizing...The portions are perfectly controlled and the surprise to finish (I won't spoil it) will sate anyone still hungry.



bon appétit

WHERE TO EAT AND DRINK IN SYDNEY, AUSTRALIA

January 2014

By David Prior (excerpts)

“Sydney has been a good eating city for decades, but it has only become a truly great one in the last few years. Finally, the city’s young chefs—and its diners—care less about what is happening in Europe and the United States and are instead looking to their Asian neighbors for influence—as well as in their own backyards for ingredients.”

“Some call the city ‘the capital of modern Asian food,’ but what’s really happening here is the emergence of a true modern Australian cuisine—and it’s about bloody time.”





momofuku



momofuku
toronto



CANADIAN BUSINESS

MOMOFUKU MANIA!

September 2012
By Chris Johns

David Chang brings his Momofuku empire to Toronto

I didn't expect to find David Chang behind the counter at his Momofuku Noodle Bar in New York, but there he was, finishing bowls of ramen with a sprinkle of sesame seeds, arranging slices of pork in soft white buns and handing plates of fried chicken to star-struck customers. Chang is no longer the kind of chef who actually has to cook.

The white-hot celebrity chef presides over one of the fastest-growing culinary empires in the world: five restaurants in New York, one in Sydney, two cookbooks and a quarterly magazine for food obsessives (Lucky Peach). This month, he'll open four—yes, four—more restaurants as part of Toronto's new Shangri-La Hotel complex: Daishō, Shōtō (a tasting-menu counter), Nikai (a bar/lounge) and the more casual Noodle Bar. One might call that a full plate. Others might surmise that the Korean-American cook is spreading himself thin.

So what makes Chang's chances better than those who came before him? The chef's coziness with Shangri-La developer Westbank is a start. Developers typically offer top chefs sweetheart deals on rent and other

incentives, such as custom built kitchens. (See: Vongerichten and Boulud.) Chang is also arriving in a city obsessed with food. Toronto's enthusiasm around Chang's arrival has been described as "Momofuku mania." And yet the chef doesn't appear to bring an outsized personality. Instead he's soft-spoken and humble: "We're going to get there, and things are going to evolve," Chang has said. "I don't know Toronto nearly as well as anybody that lives there...so I have a lot to learn, as we all do at Momofuku."

It's that lack of braggadocio that appeals to Canadians. As David McMillan, the chef behind Montreal's Joe Beef and a man who has toiled in celebrity kitchens, tells me, "I wouldn't trade his life for mine. Not even for \$200 million would I want to fly to Australia four times a year. My ambition is to work in my garden and cook for my customers as often as I can."

Chang's ability to separate his jet-setting business plans from his hands-on persona remains his secret weapon.



TORONTO STAR

MOMOFUKU TORONTO REVIEW

October 2012
By Amy Pataki (excerpts)

Inside the black-tiled open kitchen, five chefs work silently amidst gleaming steel appliances. Shōtō, with its \$150 tasting menu and 22 seats ringing the kitchen, is like Ko. It's also one of Toronto's best dining experiences, a tasty bit of showmanship the way Perigee once was.

Dark and compelling ramen broth is a flashback to Tokyo. After that, it's all springy yellow noodles, shredded pork shoulder, creamy pork belly, submerged laver, green onions and bamboo shoots. A slow-poached egg oozes yolk. Pork buns are a gangsta take on a Chinatown classic: Fluffy white steamed bread circles folded around soft pork belly, hoisin, green onion and pickled cucumbers.

Faultless Chantecler chicken (\$125 for two birds) is poached in milk, triple-dredged through seasoned flour then fried in canola

oil. White meat is as juicy as dark.

Ethereal Amish grits are enriched with cream and pork fat, while fish sauce elevates caramelized Brussels sprouts. Potatoes meet their match in fermented black beans. Warm Thuet bread comes with a bowl of chicken and beef jus for dipping.

Watching Bates blanch, skin and slice geoduck clam is like Iron Chef come to life. Chefs disinfect plates with vodka. Almost every dish is a triumph of texture, technique and creativity. Highlights include an amuse of grilled rice brushed with pork fat; an egg-drop soup garnished with salmon roe and horseradish; a thick coin of foie gras melting into sunchoke consommé with granola; rich veal cheeks sparked by charred green chilies; and a sweet-salty dessert of banana ice cream with cashew butter and praline.





MOMOFUKU SHŌTŌ: ★★★★★

Yes, it's the best restaurant in Toronto



NOODLE BAR TORONTO

A Cheap Eats Pick



MOMOFUKU DAISHŌ: ★★★★★

Why It's One of the Most Ambitious and Exciting Places to Eat in Toronto

November 2012

By *Chris Nuttall-Smith (excerpts)*

Daishō, one of three new Toronto restaurants from the New York chef David Chang, is one of the most ambitious and exhilarating places to eat in the city. So too is Momofuku Noodle Bar, the deceptively cheap and cheerful restaurant on the four-storey Momofuku complex's ground floor.

Along with Momofuku Shōtō, the restaurants stand testament to the power of constant forward creative motion, to Mr. Chang's stubborn insistence that his staff must invent and evolve and incubate new ideas as much as serve exceptional food and drink.

His kitchen's cooking is exceptional. It builds superfine textures, uncommon ingredients and surprising combinations into gutsy, massively delicious dishes that somehow wow you with their thoughtfulness and subtlety even as they smack you in the face.

BEST NEW TORONTO RESTAURANTS 2013



#1 SHŌTŌ ★★☆☆

David Chang, the New York superstar chef responsible for our obsession with ramen, all things pork and nearly every food trend of the past few years, has opened Toronto's most exciting restaurant. At Shōtō on the third floor of the lofty Momofuku complex, a black granite bar with just 22 prized seats encircles an open kitchen, where Mitchell Bates, Chang's right hand at Ko in New York, and his team of studious cooks prepare decadent 10-course meals with tiny spoons and tweezers.



#3 DAISHŌ ★★☆☆

The most pedestrian sounding yet revelatory option is the pile of two broken-down chickens, brined in cayenne-and-thyme-infused buttermilk and cooked sous-vide before meeting the fryer. The pieces are crisp and savoury with an addictive sweetness—the candy of fried chicken—and a steal at \$125, split among four. You can wrap them in warm scallion pancakes, along with Chang-popularized condiments like pickled radishes and Tabasco salt, but they're just as good on their own. The glitzy two-storey room, with its picnic-style tables and panorama of downtown, could be hosting a well-dressed Oktoberfest party. Mountains of food get demolished, fingers get licked, and everyone has fun.



publications



RECIPE FOR AN OUTRAGEOUS COOKBOOK

October 2009

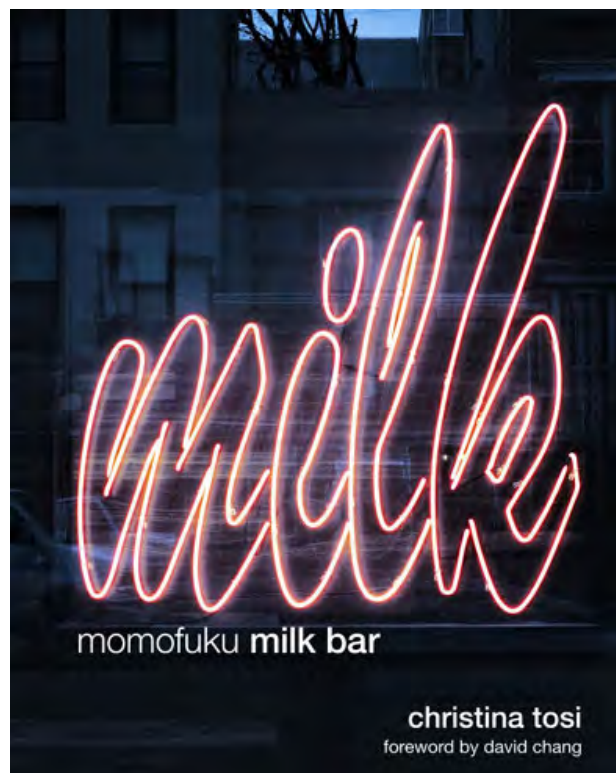
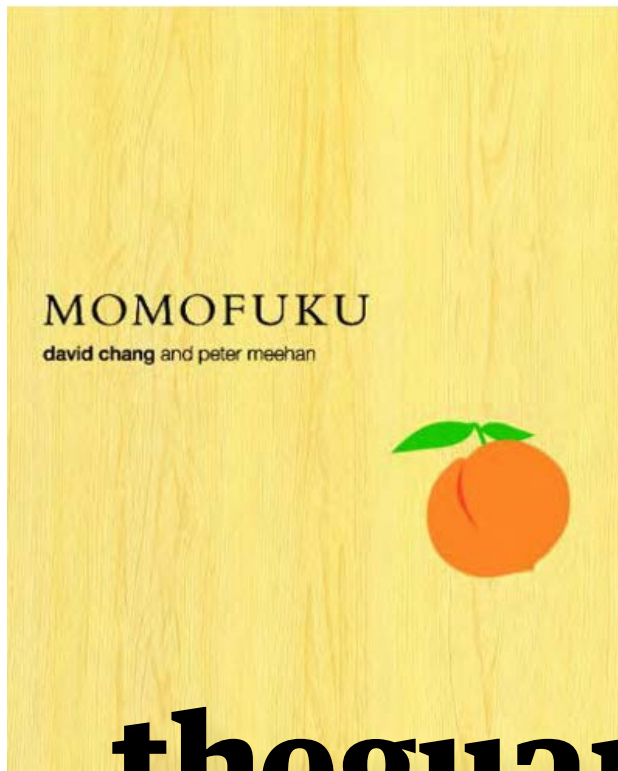
By Katy McLaughlin (excerpts)

In food circles, [David Chang's cookbook is] one of the most highly anticipated books of the year.

Prettifying the restaurant business and the world of food is fundamentally dishonest, he says, which is why he includes the recipe for a pig's head torchon (a cylindrical pâté with instructions to "grasp that fact" that "pigs have heads.")

A recipe for bacon dashi—a basic stock used in several of the book's recipes—reflects Mr. Chang's blending of the familiar with the entirely new...The result is a delicious brew that captures the clean brininess of Japanese cuisine and the finger-licking tastiness of American food.





theguardian

THE 25 BEST COOKBOOKS OF 2010

November 2012
By Ian Tucker

Momofuku: David Chang

Chang runs five of the hippest restaurants in the world, all in New York—where he creates “bad pseudo-fusion cuisine” such as foie gras, and pork belly ssäm with mustard seed sauce. It’s so tricky to get a reservation that cooking your own approximation might be the closest you get.

TOP 25 FOOD + DRINK BOOKS OF 2012

Momofuku Milk Bar

“Not for novices, but who said cooking some of the most famous desserts in New York, such as cereal milk ice cream or compost cookies, would be easy? Signature dish: Crack pie (oat base with a dark, rich and addictive baked custard filling).”

The New York Times

BRINGING COMFORT FOOD TO PRINT FANS

July 2011
By David Carr (excerpts)

The writing in Lucky Peach is bright and unexpected, the graphics are remarkable, and the knitting of images and prose is done with élan.

Reading magazines—and newspaper for that matter—is becoming a niche activity, and it behooves the industry to reward its true fans with palpable, physical quality.

Lucky Peach delivers. It is a glorious, improbable artifact that sold out its first printing of 40,000 and second of 12,000. It is a pint-size hit among the food-obsessed.

“LUCKY PEACH IS NOT ONLY SOMETHING TO BEHOLD, IT IS ALSO SOMETHING TO HOLD, A REMINDER OF PRINT’S TRUE WINGSPAN.”



the Atlantic



2011'S BEST NEW FOOD MAGAZINE:

DAVID CHANG'S 'LUCKY PEACH'

June 2011

By Daniel Fromson (excerpts)

It's not about the celebrities. Striking art, good writing, and a deep dive into a single topic (ramen) make the publication shine.

Lucky Peach is good. It's so good that if I hadn't received a free press subscription, I would immediately pay the \$28 annual rate to receive four issues of maybe the most original and best new food magazine that will debut this year.



ENTER THE 26th CHAMBER & FACE
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& HIS WILD-STYLE NOODLES
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