

Lexus Culinary Masters Welcomes Chef Ludo Lefebvre

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PLANO, Texas (April 9, 2019) – The Lexus Culinary Masters program is expanding to welcome acclaimed chef, television personality and cookbook author Ludo Lefebvre, adding a fresh perspective to the team’s roster of world-renowned chefs. The Culinary Masters act as ambassadors to the brand, seeking to craft amazing experiences and amplify Lexus core values: quality, innovation, prestige, luxury and performance, and partner with Lexus on marketing initiatives and food and wine events.

Guests at Pebble Beach Food & Wine Festival will be among the first to see Lefebvre don the Lexus apron and show off his talents. There he teams up with Chef Dean Fearing, another Lexus Culinary Master, to present Chef’s Table Lunch-Bon Vivants D’Epicure, a collaboration that showcases the flavors of the French Quarter.

“Chef Ludo’s dynamic personality and unending creativity will be a fabulous addition to the group of incredible chefs, and we know that so many Lexus enthusiasts have already been touched by his work,” says Lisa Materazzo, Lexus vice president of marketing. “We look forward to his contribution and the future of Lexus Culinary Masters.”

Prior to joining Lexus, Lefebvre made a name for himself in his native France where he trained for 12 years

under masters including Alain Passard, Marc Meaneau, Pierre Gagnaire and Guy Martin; and then as one of the most influential chefs in Los Angeles, known for his inventive, refined cooking at Trois Mec, Petit Trois, and Trois Familia. Chef Ludo has been named one of the “World’s 50 Greatest Chefs” by Relais & Chateaux, and was a James Beard Award finalist for “Best Chef West,” and “Best Culinary Program,” for hosting The Mind of a Chef, for which he was also Emmy nominated. In December 2015 he received the prestigious Chevalier de Arts des Lettres award from his home country of France. He has also starred in three seasons of the ABC hit cooking competition, The Taste, has authored two cookbooks, LudoBites and Crave and hosts his own digital series, Ludo a la Maison, which can be seen on Foodandwine.com.

“I’m proud to join this group of amazing chefs on behalf of Lexus,” says Chef Ludo. “There is a strong community aspect to the team and I’m excited to work alongside each chef at upcoming events.”

The current group of Lexus Culinary Masters is comprised of some of the country’s most talented chefs, restaurateurs, and culinary personalities. The team includes James Beard Award-winning chefs Michelle Bernstein, Stephanie Izard, and Jon Shook and Vinny Dotolo; Michelin star awarded chefs such as the legendary Daniel Boulud, Dominique Crenn, and Carlo Mirarchi; celebrated sommelier Carlton McCoy, and the “father of Southern Cuisine” Dean Fearing.