

Brooklyn Chef Carlo Mirarchi Heats Up Lexus Culinary Masters Team

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TORRANCE, Calif. (May 28, 2014) — Adding a dynamic epicurean partner to its roster, Lexus has announced Chef Carlo Mirarchi as the 10th Lexus Culinary Master. Nearly 200 attendees gathered last night at Roberta’s restaurant in Brooklyn for the latest installation of “Cooking with Friends: Lexus Culinary Masters,” a unique dinner series that launched in September 2013 at Animal restaurant in Los Angeles. Visiting Lexus Culinary Masters Jon Shook and Vinny Dotolo (L.A.’s Animal and Son of a Gun) helped celebrate Mirarchi’s addition to the lineup and worked alongside their good friend to create the menu for this urban garden party.

“Our team of Lexus Culinary Masters continually pursue perfection in their craft and exemplify the core values of the Lexus brand,” said Brian Smith, Lexus vice president of marketing. “Chef Mirarchi’s passion aligns with Lexus’ desire to innovate. He is willing to push the envelope to develop groundbreaking cuisine, and we’re excited to welcome him to the group.”

“As a fan of motor sports, I am excited for this opportunity to partner with Lexus,” said Mirarchi. “I look forward to working with this stand-out group of chefs, including Chefs Kostow, Dotolo, and Shook whom I already have great relationships with, and hopefully getting some time on the racetrack!”

Finding success in both a casual pizzeria and a fine dining environment, Chef Mirarchi is the owner of Brooklyn hot spots Roberta’s and Michelin-starred Blanca. Self-taught, he continues to push gastronomic boundaries with cutting-edge menus. He became an early adopter of the urban farming movement in New York City with the launch of his restaurant rooftop garden, and he strives to preserve Brooklyn as one of the top food meccas in the country.

First unveiled in 2011, the Lexus Culinary Masters partner with Lexus on marketing initiatives and act as ambassadors for the brand. The roster of celebrated chefs includes: Michelle Bernstein, chef/owner at Michy’s and Crumb on Parchment; Daniel Boulud, chef/owner of The Dinex Group restaurants; Michael Chiarello, chef/owner of Bottega and Coqueta; Dean Fearing, chef/partner of Fearing’s Restaurant; Christopher Kostow, executive chef of The Restaurant at Meadowood; Masaharu Morimoto, chef/owner of Morimoto restaurants; Jon Shook and Vinny Dotolo, chefs/owners of Animal, Son of a Gun and Trois Mec; and Michael Symon, chef/owner of Lola Bistro. The team regularly creates memorable culinary experiences at Lexus events for their epicurean-loving fans.