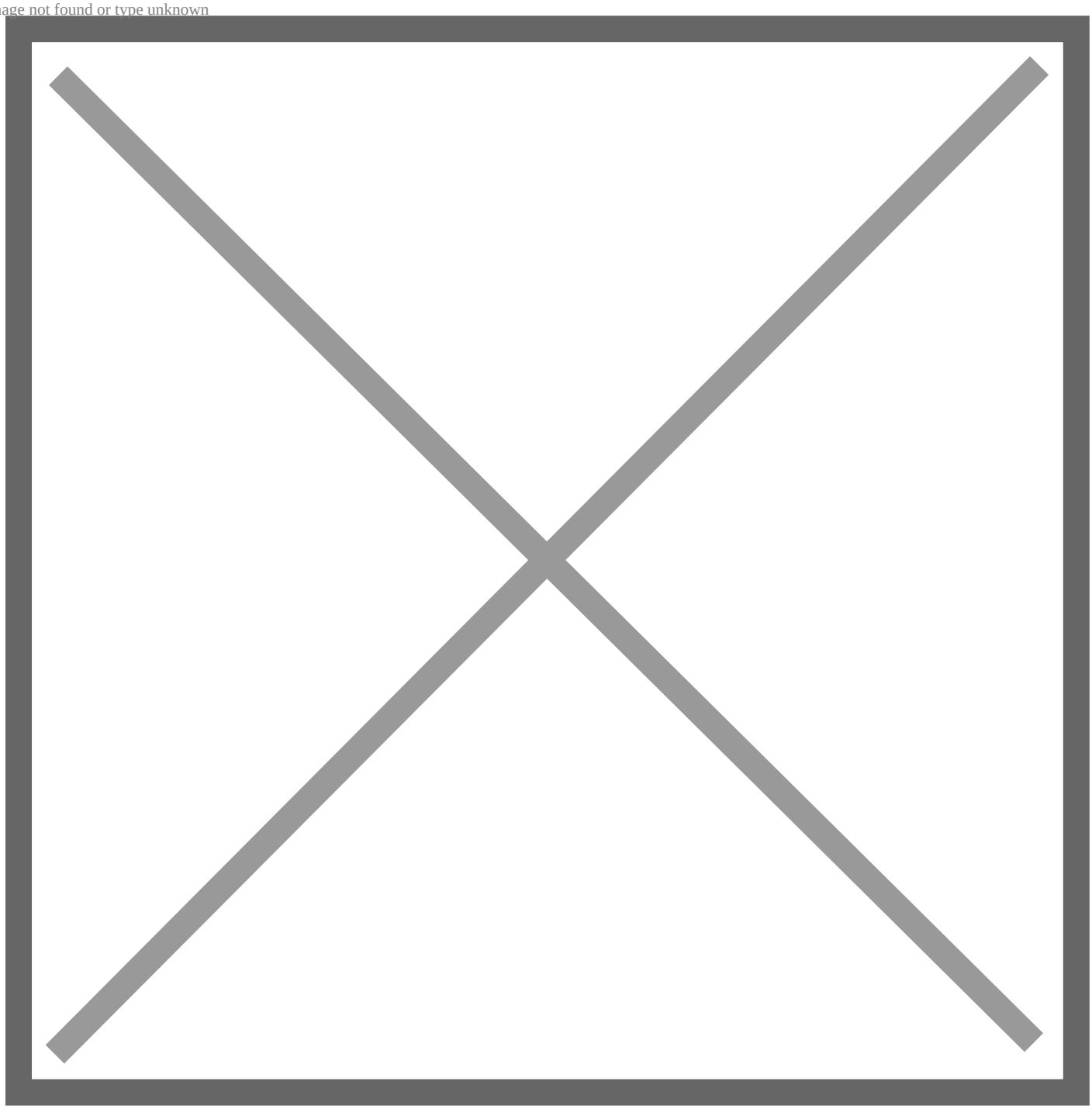
Bold Flavors, Bright Vision: Esther Choi Joins Lexus Culinary Masters

July 08, 2026

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PLANO, Texas (July 8, 2026) – Lexus is honored to welcome Esther Choi to its celebrated team of Lexus Culinary Masters. Known for her bold creativity, vibrant point of view and passion for unforgettable dining experiences, Chef Choi will serve as a brand ambassador, bringing Lexus core values – quality, innovation, prestige, luxury and performance – to life through exciting collaborations, standout marketing initiatives, and exceptional food and wine experiences.

Chef Choi began her career at 14, training at New York City's Institute of Culinary Education. She went on to hone her skills at acclaimed New York City restaurants Ilili and La Esquina, while also building a dynamic presence across television and digital food media.

In 2020, Chef Choi launched CookUnity, the chef-driven meal delivery platform that now serves customers nationally.

"Food has always been my way of sharing culture, creating connection and telling stories rooted in my Korean heritage," said Choi. "I'm honored to join the Lexus Culinary Masters and partner with a brand that values craftsmanship, innovation and creating memorable experiences."

Chef Choi is widely recognized for her growing influence across the culinary world and media landscape. She was named to Zagat's "30 Under 30," was featured in the 2021 documentary "Her Name Is Chef," and was a finalist on Netflix's "Iron Chef: Quest for an Iron Legend." She currently hosts Food Network's "24 in 24: Last Chef Standing," and continues to expand her reach through standout culinary and cultural collaborations.

"Esther brings an exciting perspective to the Lexus Culinary Masters roster through her creativity, entrepreneurial spirit and deep commitment to hospitality," said Lisa McQueen, senior manager, Lexus Marketing. "Her ability to blend tradition and innovation reflects the same values that define the Lexus brand, and we're excited to welcome her to this exceptional group of culinary talent."

Driven by her Korean roots, Choi has a passion for introducing diners to the flavors of Korean culture. Combining traditional and modern influences with fresh, seasonal ingredients, Chef Choi's portfolio includes:

- **Mökbar** – 75 9th Ave., New York, NY
- **Mökbar** – 601 Lexington Ave, New York, NY
- **Mökbar** – One Gateway Center, Raymond Blvd #11-43, Newark, NJ
- **Mökbar** – Caesars Palace, 3570 Las Vegas Blvd S, Las Vegas, NV
- **Yoo** – 163 Allen St, New York, NY
- **Ö Bar –** The Hugh, 157 E 53rd St, New York, NY 10022

The Lexus Culinary Masters team is currently comprised of some of the country's most prestigious chefs, restaurateurs and culinary personalities. Choi joins Shota Nakajima, Kwame Onwuachi, Tiffany Derry, Stephanie Izard, Jon Shook, Vinny Dotolo, Carlo Mirarchi, Dean Fearing and Master Sommelier Carlton McCoy.