

for immediate release

NEWS

Chef Michael Ollier

Chef Michael Ollier is enamored with cooking traditions. He believes the heart and soul of American cuisine begins at the family dinner table – a philosophy that serves him well as the senior corporate chef for the *Certified Angus Beef*[®] brand.

In this role, Ollier channels his passion for food and subtle sense of humor into practical solutions for consumers to select, prepare and enjoy beef meals. He showcases the brand on radio and television shows, as well as in social media. Special events and cooking demonstrations also take him across the country to teach audiences that flavorful food begins with fresh, high-quality ingredients.

“There is honor in representing the highest quality beef brand and the farmers and ranchers dedicated to raising this beef with great care,” Chef Ollier says. “Their work ethic and inner drive fuels my passion for helping consumers easily prepare and serve their best.”

When he’s not traveling and teaching, Ollier creates mouthwatering recipes and leads food styling for beef videos and photos. He also evaluates food trends and helps apply them to the brand’s marketing endeavors.

“I enjoy testing and perfecting recipes for consumers, breaking down any barriers that keep them from success,” he says. “I want to help families take their focus from the food preparation to simply enjoying their time together.”

His fascination with food is an extension of his own family heritage. His grandfather started a butcher shop after serving in World War II. His mother and aunts have been influential cooks in their own right. Their passion was passed to Ollier, and now to his own family – his wife and two sons.

Ollier’s culinary career began as a sous chef for Parker Bosley, the Northeast Ohio region’s pioneer of the local food movement. With a writing scholarship from the International Association of Culinary Professionals (IACP), he attended a class at the world-renowned École Lenôtre near Paris. Trained in French technique, Ollier has worked as a chef de cuisine, newspaper chef columnist, food photographer and culinary instructor.

“Cooking with the *Certified Angus Beef*[®] brand elevates your game,” he explains. “Trust in the brand’s fine quality. Keep seasoning and cooking simple: a steak, salt and pepper, and a grill with a raging flame. That’s all you really need.”

In addition to being an acclaimed grill master, Ollier is a barbecue aficionado and certified judge with the Kansas City Barbeque Society. He’s been a backyard hobbyist of low and slow for years and enjoys sharing the history and culture of American barbecue with consumers as well.

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Executive Office ★ 206 Riffel Road, Wooster, OH 44691-8588, USA ★ 330/345-2333 ★ www.CertifiedAngusBeef.com

Asia Regional Office ★ Rm. #702, Expert Office Toranomon, 3-8-25 Toranomon, Minato-ku, Tokyo 105-0001 Japan