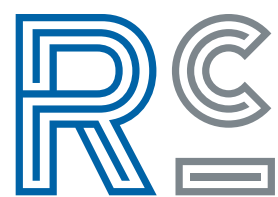


# THE INNOVATIVE COMPANY INSPIRING THE CULINARY WORLD

CORPORATE OVERVIEW 2023







RC CHIEF VISION OFFICER

# RICH ROSENDALE, C.M.C.

**MEET RICH ROSENDALE, A TRENDSETTER FOR THE MODERN CHEF ENTREPRENEUR.**

Tirelessly passionate, Rich continually pushes his standards for excellence while opening restaurants, consulting, training, competing, and starring in culinary entertainment.

Having trained with myriad Michelin star chefs around the country, Rich has built a reputation as the classically trained chef entrepreneur who is one of just 72 Certified Master Chefs in the U.S. Not one to rest on his laurels, Rich is a whirlwind of culinary energy, overseeing restaurant reopenings, launching restaurant produce farms, designing and opening restaurants (and even a casino), opening his own culinary collective lab, launching online courses and training, and providing catering and event services. Not your average chef's repertoire, Rich's blazed culinary trail is unprecedented.

A stylized, handwritten signature in blue ink that reads "Rich Rosendale".

**CULINARY BEGINNINGS**

Raised with Italian and German grandmothers who nurtured his love of food, Rich's diverse culinary explorations began at an early age. However, it was Rich's mother who taught him about perseverance and hard work and who he counts as his biggest influence and mentor. "No matter how much adversity I face, I know I will succeed because of what my mother taught me," Rich says, echoing the positivity that propels his ventures.

**THE GREENBRIER**

In 2009, Rich oversaw the most epic culinary turnaround at The Greenbrier as the resort's youngest-ever Executive Chef. He opened five new restaurants, directed 13 kitchens, and launched the 44-acre Greenbrier Farm, which supplies 75% of the produce for the 750-room resort.







# BRAND PORTFOLIO

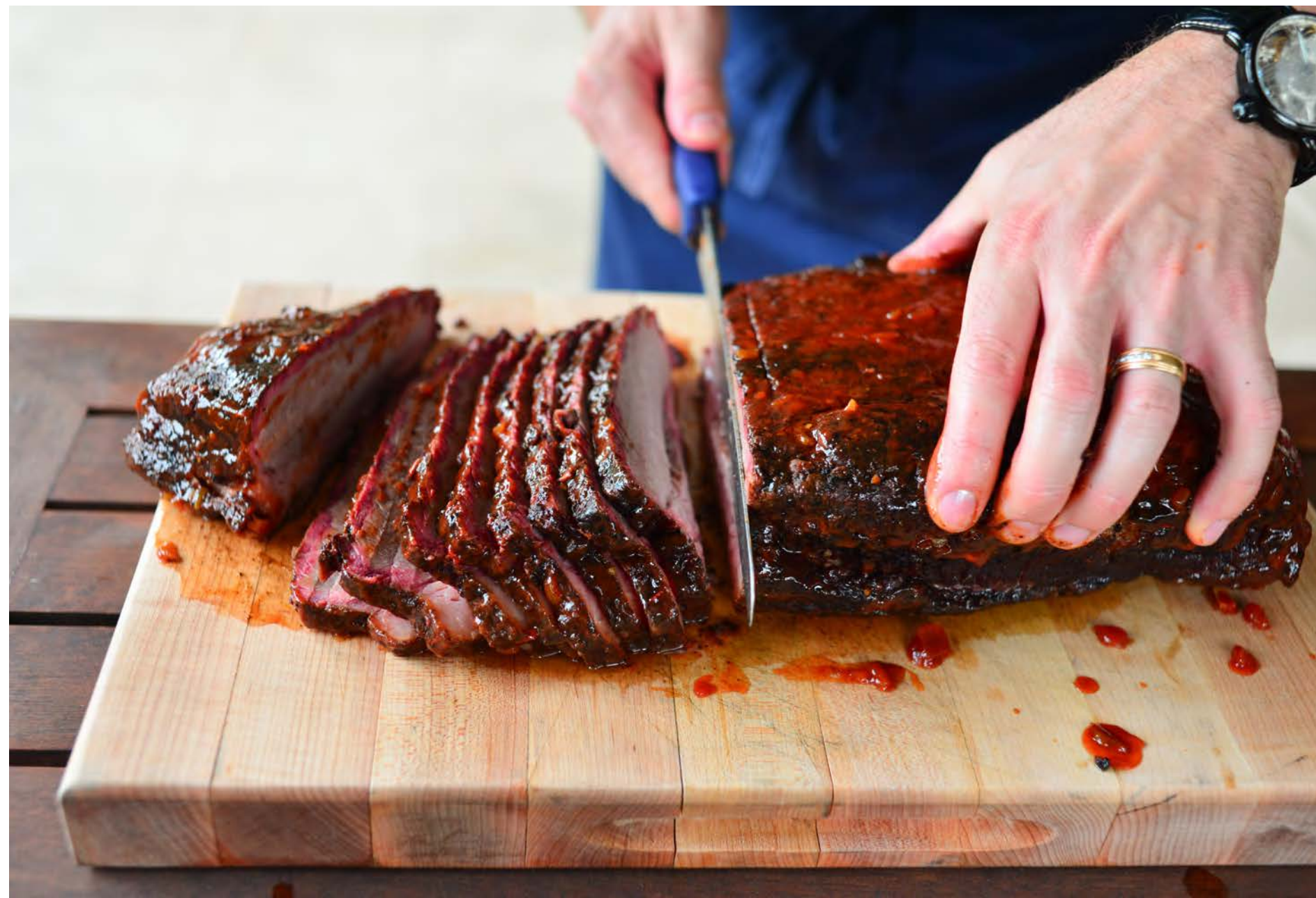
Our mission is to inspire the world  
through the language of food. Are you  
with us?





ROOTS 657 is an eat-in and take-out café and market featuring the best from local artisans to our award winning smoked meats, house-made soups, salads, sandwiches, and fresh-baked goods.

Co-founder and Chef Rich Rosendale oversees the culinary direction while business partner and co-founder Muriel Sarmadi oversees daily operations of Roots. Chef Rich is one of 70 Certified Master Chefs nationwide and also operates Rosendale Collective, RC Culinary Lab in Leesburg, FORKLIFT — an event venue in Leesburg, and Rosendale Events located at 200 Peach Tree in Atlanta, Georgia and the Residence Club in Ocean Reef, Florida.







R3 Rosendale Concepts is a new intimate restaurant in downtown Atlanta featuring pizza and soup by day, craft cocktails and sophisticated entrees by night.

Behind the scenes, the R3 kitchen features innovative technology that allows for a sustainable approach to the culinary experience. By using state of the art electric ovens and sous vide methods, the restaurant has eliminated the use of hoods, grills and fryers found in traditional restaurants.

The restaurant functions as an incubator for culinary excellence where mixologists and chefs can create and test new ideas and evolve old ideas. The flexible menu allows for a creative approach and the ability to rotate new one-off items in and introduce larger menu changes seasonally.







Rosendale Events — a full-service catering company based in Atlanta, Ga. — provides dining services ranging from office lunches and corporate meetings to wedding receptions and special events in the city's top venues.

The Rosendale Collective team is available for special dinners, events and cooking demonstrations anywhere in the world. Our fee for appearances is based on a case-by-case basis depending on the location and scope of the event. Chef Rosendale has cooked for the Vice Premier of China, The Royal Family in Dubai at the Zabeel Palace, professional athletes, and movie stars. They know how to throw a Party.







Rosendale Collective offers in-person and virtual world-class instruction. We have hosted classes on Facebook and created customized courses for influential brands. The classes are taught by Master Chef Rich Rosendale, as well as experts certified by the Rosendale Collective. Past RC class participants include Michelin-starred chefs, cookbook writers, pit masters, and novice home cooks.







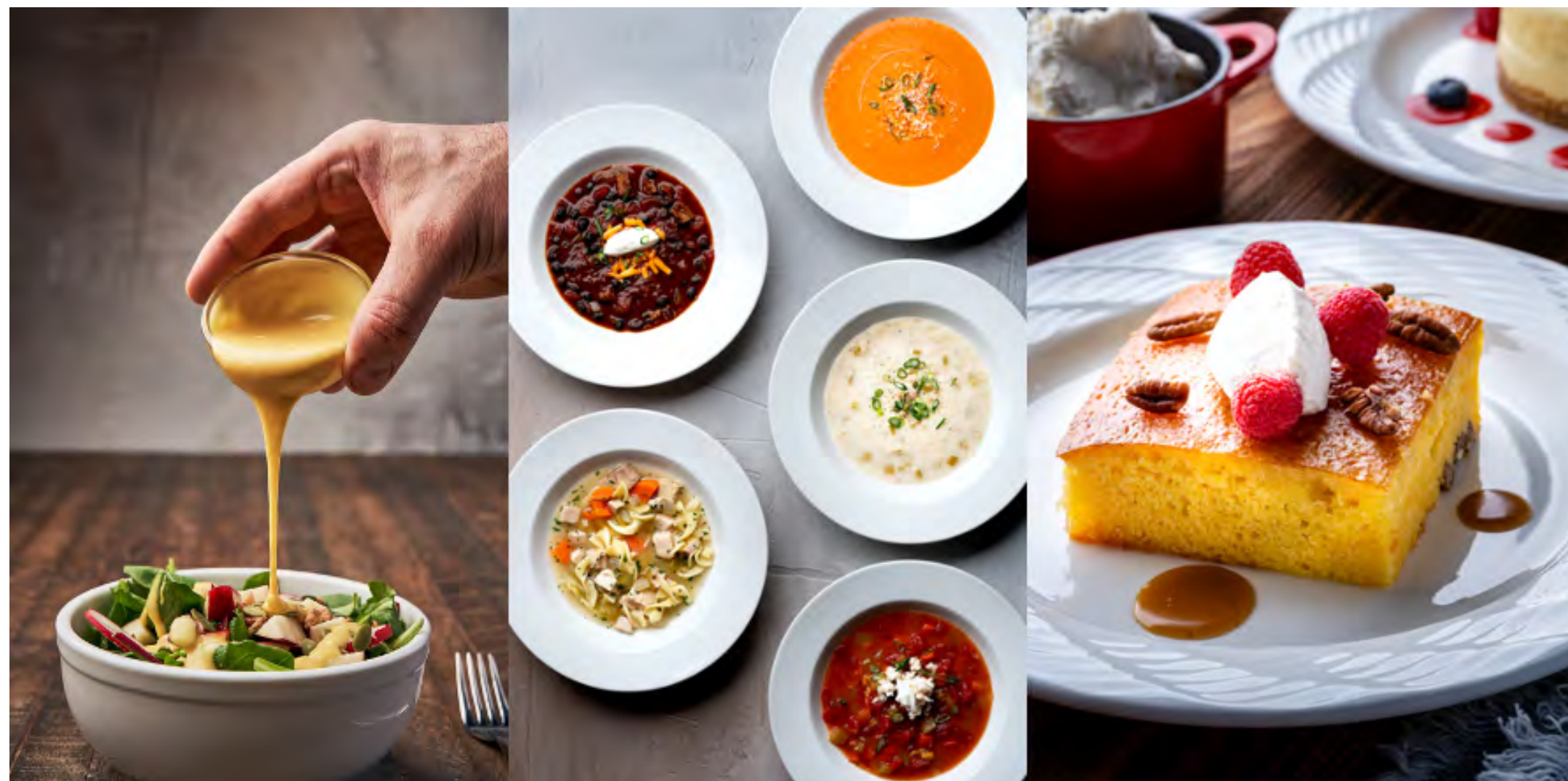
Rosendale Online offers on-demand culinary instruction for professionals and home cooks 100% online from Certified Master Chef Rich Rosendale and certified experts in the industry on a range of topics. Develop your culinary skills with immersive training on demand from lessons on the latest trends to signature recipes and savings.







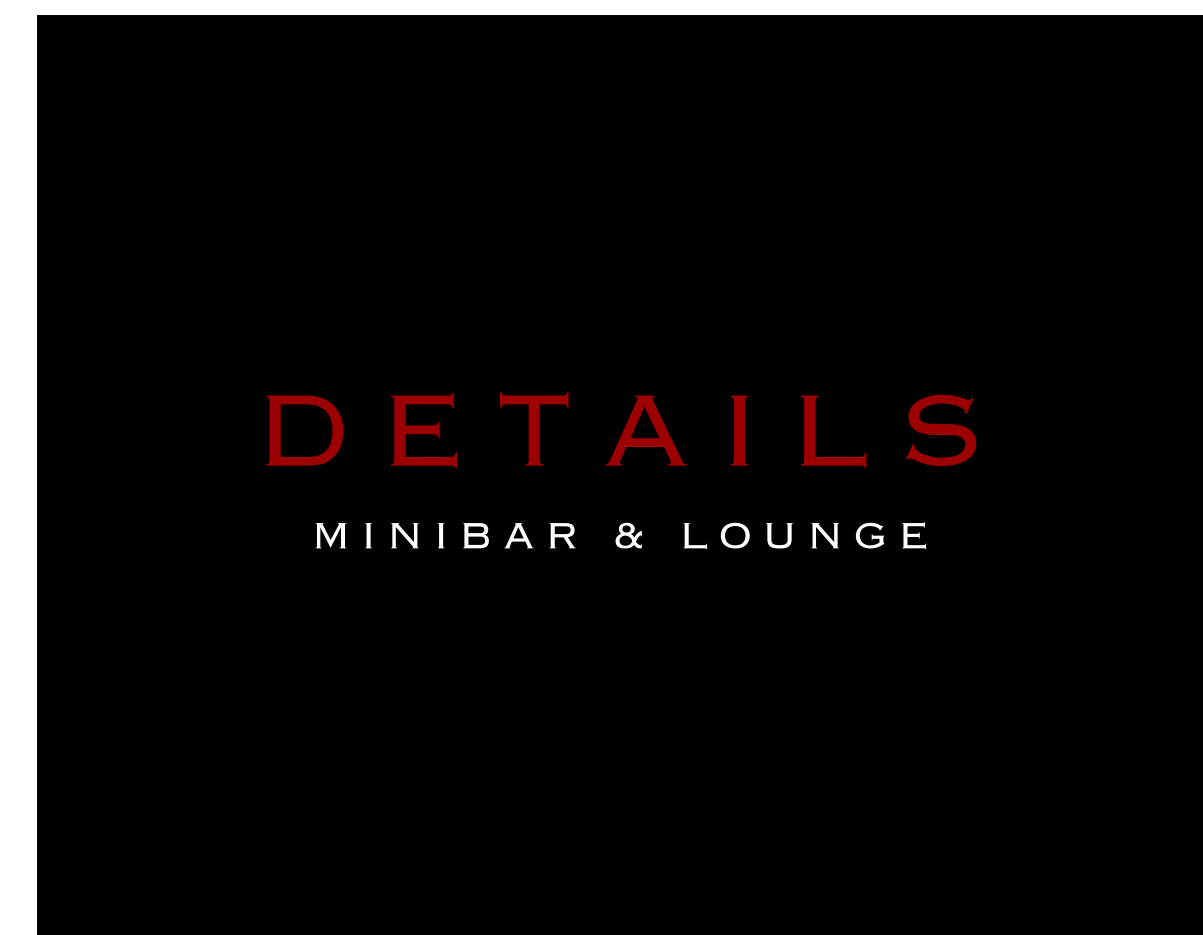
The RC Culinary Lab is the product development wholesale division of Rosendale Collective. The state-of-the-art lab is a USDA facility that produces premium smoked meats, soups, and products for the greater DC metro and large clients.







Rosendale Concepts is award-winning Certified Master Chef Rich Rosendale's culinary incubator, a collection of culinary "Short Stories" featuring an array of restaurant menu concepts located in downtown Atlanta.







Rich's Backyard is Chef Rich's retail product line. His line of 5 signature spice blends is available on Amazon and wholesale.



Rich's Backyard products will help **elevate your meals** and give your food a **Certified Master Chef's touch.**



**Rich Rosendale**  
Certified Master Chef



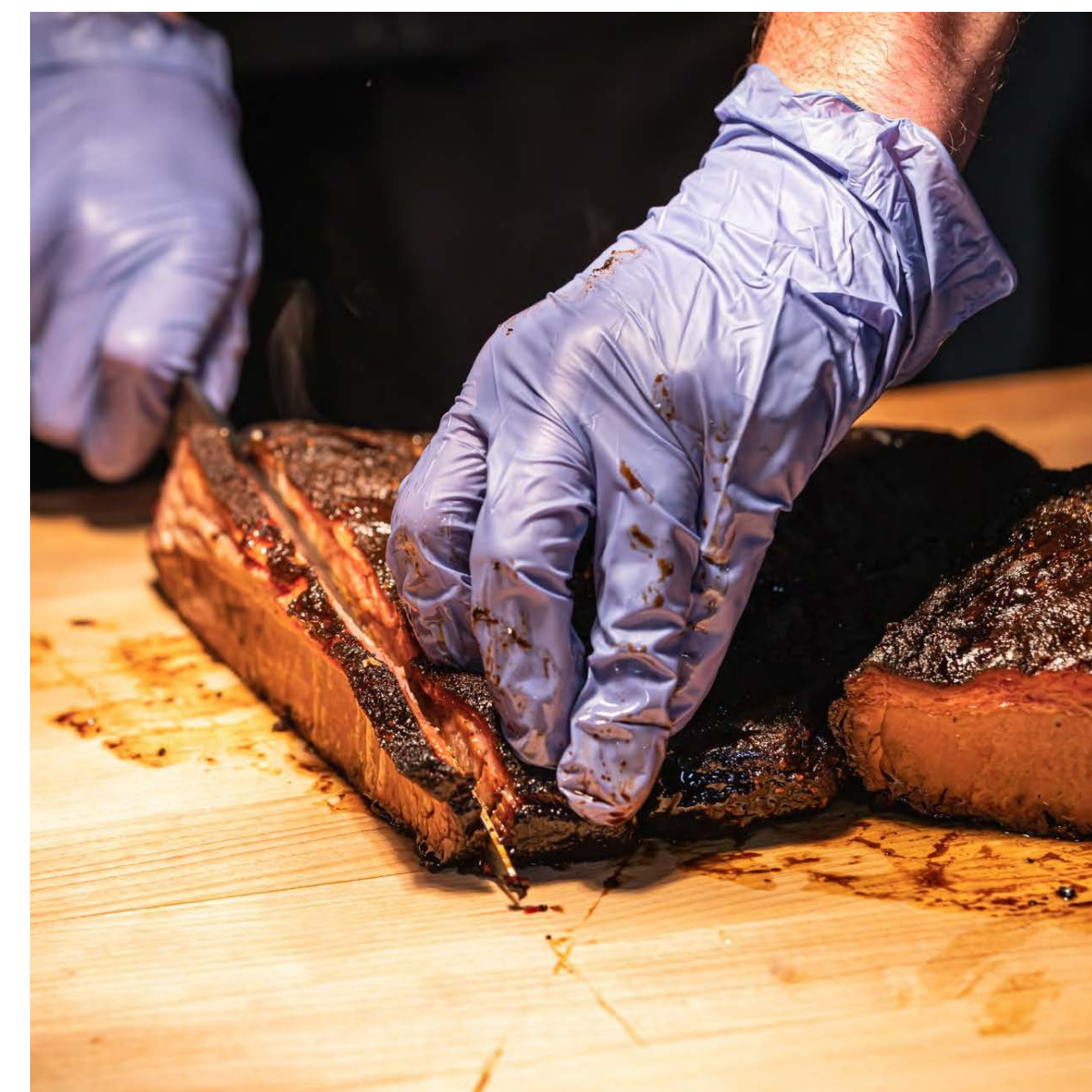
**CAYENNE, SPICE, GARLIC  
SALT, ONION, SUGAR**





# FORK LIFT

Fork Lift is a flexible, culinary-oriented event venue and collaborative workspace in the heart of Leesburg, Virginia — just 45 minutes from our nation's capital.







Rosendale Media is the advertising division of Rosendale Collective. We offer brand partnerships, advertising, product placement, and media exposure on various programs ranging from in-person instruction to podcasts and social media.







**RESIDENCE CLUB**

In partnership with Sotheby's International Realty, Chef Rich Rosendale was brought on to create the vision of the culinary program at the newly constructed private Residence Club on Ocean Reef Island. Chef Rosendale and his team offer license and management services with brands to create visions and strategic plans for clients to bring world-class culinary operations to their organizations.





# THANK YOU!

ROSENDALECOLLECTIVE.COM

