

BIOGRAPHY

William Stark Dissen is a renowned chef, author, culinary diplomat, restaurateur, and early pioneer of the farm-to-table movement in Asheville, North Carolina and surrounding regions. His titles also include, Seafood Watch Ambassador to The Monterey Bay Aquarium in California, and Official Ambassador for Le Creuset and Mountain Valley Spring Water.

Named Fortune Magazine's "Green Chef of the Year" two years in a row, William's endeavors in sustainable food and dining, coupled with his passion for foraging and fly-fishing, often take him from the kitchen, into the mountain streams and peaks of the Southeastern, United States, Appalachian region, and beyond.

Founder of four award-winning restaurant concepts: The Market Place, Billy D's Fried Chicken, Little Gem, and Haymaker (sold in 2023), William draws inspiration from his experiences traveling the world, creating dishes that tell a story, surprising guests with inventive food preservation techniques, and bringing classic dishes with explosive flavors to life.

In 2024, The Market Place received a James Beard Awards nomination for "Outstanding Restaurant." Celebrating its 45th year of business, The Market Place has been under Dissen's stewardship for more than 15 years, and is a fixture in Asheville's vibrant mountain region.

William announced the release of his debut cookbook, "Thoughtful Cooking: Recipes Rooted In the New South" on April 2, 2024, published by W.W. Norton Countryman Press. In it, Dissen takes readers on a transformative culinary journey, carefully organized by the four seasons of Appalachia's most sought after ingredients. The book was named "Best Spring Cookbooks" by Food & Wine Magazine and is available everywhere books are sold.

Driven by a passion for building sustainable food systems, William created North Carolina's first fast casual, farm-to-table eatery, called Billy D's Fried Chicken. The quick-serve dining restaurant provides farm-fresh chicken and ingredients for its customers. The business maintains three locations at The North Carolina Zoo, Wake Forest University, and Elon University. Dissen also created the upscale restaurant Haymaker in uptown Charlotte, N.C. Haymaker received numerous "Best Restaurant" awards from Southern Living and Food & Wine, among others. It was catalyst for more upscale dining restaurants coming to the uptown area. Dissen successfully exited Haymaker in 2023.

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William's efforts to uplift the principles of food sustainability in his restaurant and network of vendors and suppliers, has not gone unnoticed. It caught the eye of Celebrity Chef Gordon Ramsay, who featured Asheville on NatGeo TV's, "Gordon Ramsay: Uncharted, Smoky Mountains." The hour-long episode featured William touring Ramsay through the forest and rivers of Western North Carolina, and concluded with the two chefs competing in a peer-reviewed cook-off. William beat Ramsay for the first and only time in the show's three seasons. Through this experience, Gordon Ramsay named William, "The Most Sustainable Chef on the Planet!"

A career in the culinary arts led Dissen to become an advocate for food policy on Capitol Hill starting in 2010, where he's lobbied to Congress about the importance of passing legislation, such as The Farm Bill, The Childhood Nutrition Reauthorization Act, and The Magnuson-Stevens Fishery Conservation and Management Act. The Barack Obama administration lauded William as a, "White House Champion of Change for Sustainable Seafood" for his work to create healthier oceans. He also serves in the American Chefs Corps in the U.S. State Department, which sees him traveling around the world to promote American food culture and sustainability practices.

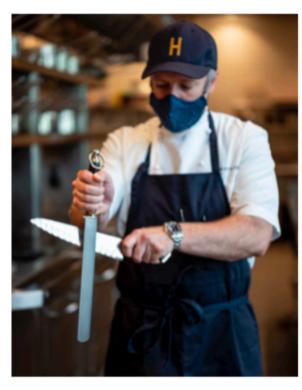
For more about Chef Dissen and his culinary ventures, please visit <u>www.marketplace-restaurant.com/chef-william-dissen</u> and follow him on Instagram at: <u>www.instagram.com/chefbillyd</u>.















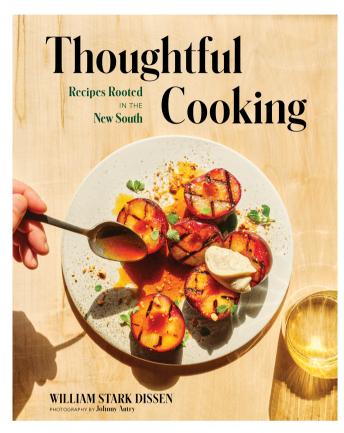






COOKBOOK LAUNCH

"Thoughtful Cooking: Recipes Rooted In the New South"



In his debut cookbook, Dissen takes readers on a transformative culinary journey, carefully organized by the four seasons of the Appalachian region's most sought after ingredients. Readers will learn time-honored Southern cooking and preservation techniques, while being introduced to new, modern flavors that culminate in simple dishes with explosive flavors. "Eating seasonally is naturally an act of sustainable living," shares Dissen. "That's why Thoughtful Cooking is about spontaneity, while also planning ahead. It's about taking risks and experiencing the world through all of one's senses; it's a form of self care. It's meant to be a door to a lifestyle shift, a vibe shift to learn a new way of how to approach cooking

and the world around us. It's more than just feeling good about the ingredients you source: it's about true connection, which is both challenging and deeply rewarding in this life."



Where to Buy (\$35): https://wwnorton.com/books/9781682688083
Click HERE to download Media Kit
Published by W.W. Norton Countryman Press

R E S T A U R A N T B R A N D S



The Market Place
www.marketplace-restaurant.com
Asheville, North Carolina



Billy D's Fried Chicken

www.billydschicken.com

The North Carolina Zoo, Wake Forest
University, and Elon University

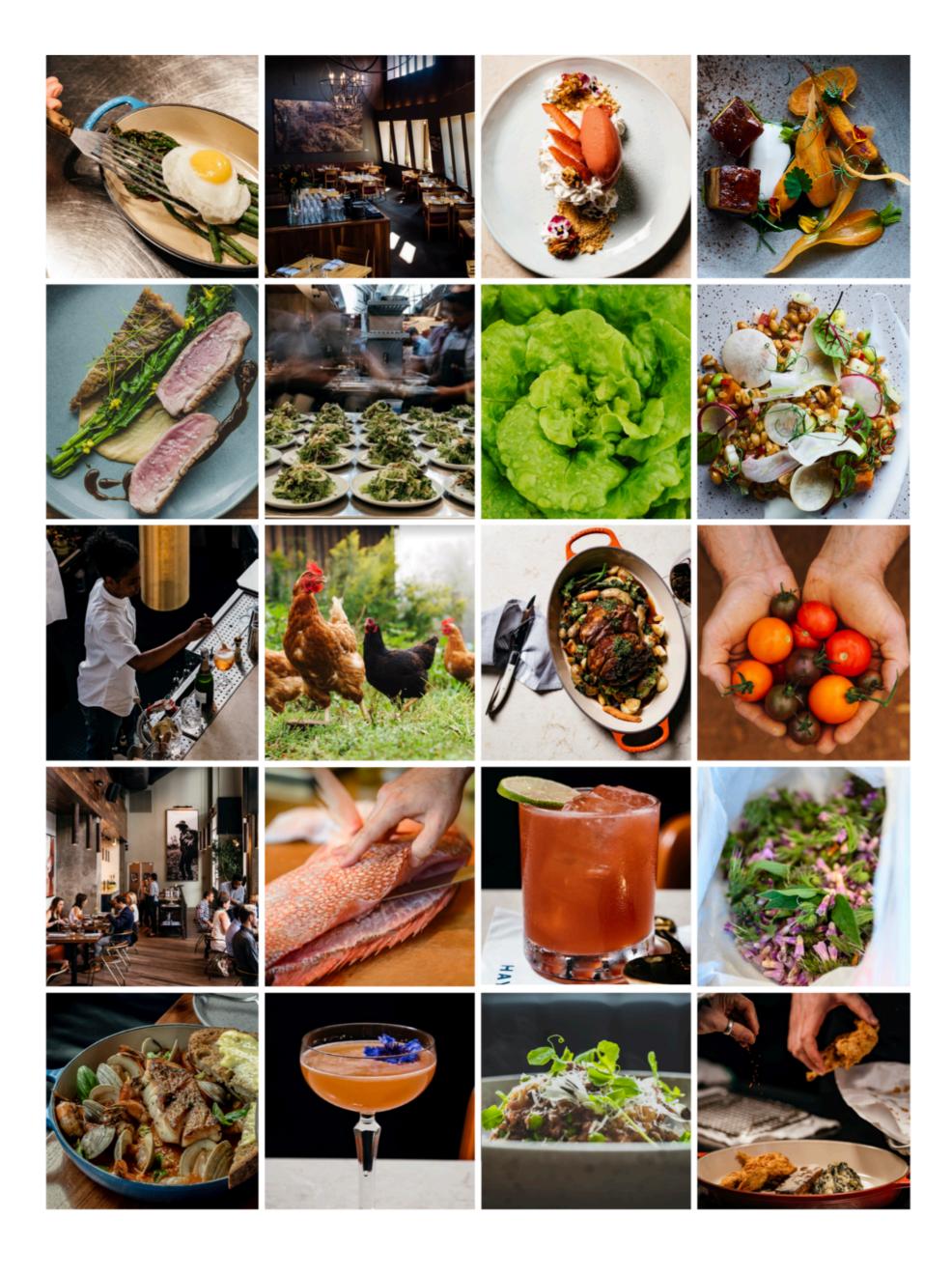


Haymaker www.haymakerclt.com Charlotte, North Carolina

*Sold in Summer 2023



Little Gem *Coming Soon



JAMES BEARD NOMINATION

JamesBeard sp.rmy



The Market Place restaurant, Asheville's original farm-to-table fixture since 1979, and widely-acclaimed for its Appalachian cuisine and community-driven menus, was distinguished with a James Beard Awards "Outstanding Restaurant" nomination in 2024. It's considered one of the best farm-to-table restaurants in America.

The James Beard Awards recognizes exceptional talent and achievement in the culinary arts, hospitality, media, and broader food system, as well as a demonstrated commitment to racial and gender equity, community, sustainability, and a culture where all can thrive. It's considered by many as the Oscars of the food world.







THE



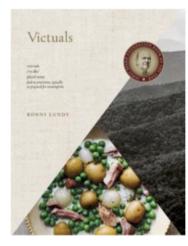
RECOGNITION

- James Beard Awards "Outstanding Restaurant" Semifinalist, The Market Place
- Starred in and named "Most Sustainable Chef On the Planet," by Gordon Ramsay on "Uncharted" NatGeo TV
- Feature episode on Travel Channel: "Andrew Zimmern's Delicious Destinations at The Market Place"
- Feature guest on FYI Network: "The Know It All Guide to Beer"
- Culinary Diplomat to U.S. State Department American Chefs Corps
- Annual speaker in the U.S. Congress on topics that include sustainable food and food policy issues
- Awarded "Green Chef of the Year" by FORTUNE Magazine
- Appalachian Sustainable Agriculture Project's Board of Directors
- Official Chef Partner to Le Creuset L'Atelier
- Official Chef Partner to Mountain Valley Spring Water Official Chef Partner to Root Water (co-owned by Brad Pitt)
- Featured Speaker at the World Food Summit in Copenhagen, Denmark
- The Market Place Named Restaurant Partner to The Monterey Bay Aquarium
- "Featured Chef" at the James Beard Foundation
- · Host of "Celebrity Chef Tour" by the James Beard Foundation
- Participant in 2017 Host of Culinary Salon for the James Beard Foundation's Impact Program
- · Host of James Beard Foundation Dinner at The Market Place and Haymaker
- Host of James Beard Foundation Chef's Boot Camp for Food Policy & Advocacy Training
- Best Chefs America Member
- Host Chef of "Outstanding in the Field" Dinner Series
- Awarded Small Business Leader of the Year by the Asheville Chamber of Commerce
- Keynote Speaker at Epicenter Conference
- Featured Speaker at Sustainable Foods Institute and Monterey Bay Aquarium
- Featured in "12 Up & Coming Southern Chefs" by Business Insider
- Featured in "40 Chefs under 40" by The Mother Nature Network
- Named "Rising Star Chef" by Star Chef Magazine
- Advisory Board Member for University of South Carolina Hotel, Restaurant, & Tourism Management
- Commencement Speaker for the University of South Carolina Graduating Class

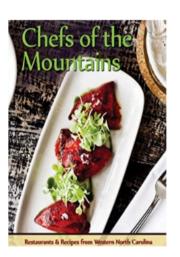


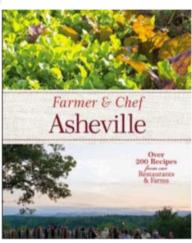
COOKBOOK CONTRIBUTIONS

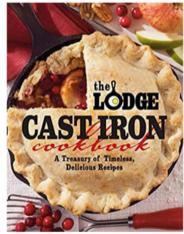


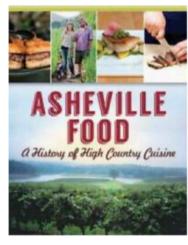


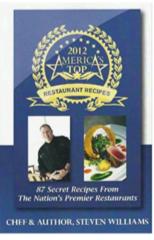












"Waste Not: How To Get The Most From Your Food" by The James Beard Foundation – 2018 "Victuals: An Appalachian Journey" by Ronni Lundy – 2016

"Appalachian Appetite: Recipes From The Heart Of America" by Susi Gott Seguret – 2016 "Farmer & Chef Asheville" by Debby Maugans & Christine Lowe – 2014 "The Lodge Cast Iron Cookbook" – 2014

"Asheville Food – A History of High Country Cuisine" by Rick McDaniel – 2013 "Chefs of the Mountains Cookbook" by John Batchelor – 2012

"The Southern Foodie Cookbook – 100 Places to Eat in the South Before You Die" by Chris Chamberlain – 2012

"2012 America's Top Restaurant Recipes Cookbook" by Steven Williams – 2012 "Chef's Collaborative Cookbook" by Ellen Jackson – 2013

ENDORSEMENTS



"Working with Chef Billy is a dream. He is a natural with using local ingredients and making them shine. If you haven't had his pickled ramps, you are missing out on life!" - Chef Nina Compton

"In a world awash with food that's been flown in from halfway around the world and far-too-often processed to within an inch of its life, Chef Dissen is a breath of fresh air. He not only shares the elegant craft of preparing delicious and soulnourishing dishes, but he connects us with master farmers who know the rich potential of the land, with fishermen who respect the sea, and with artisans that bring us great joy. Our country is a better place because of his leadership."

- Chef Rick Bayless





"Chef William Dissen is one of the best chefs in the country. He is famed for being one of the most sustainable chefs on the planet, and is a multi-award winning chef with a focus on healthy, local, and sustainable food. He works with a network of local farmers, fishermen, and artisan producers to create some of the best dishes the region has to offer." - Chef Gordon Ramsay

"Food is more than just sustenance. It reflects the heart and soul of the culture. Being a great chef is more than being a good cook. A great chef is a leader in the kitchen, in the dining room, and in the community. In a world that can be more style than substance, William Dissen is the perfect combination of both. He is the real deal, and his enthusiasm for local, regional, and sustainable food is reflected in every single snap of his mouth-watering Instagram feed. Each and every dish shows his dedication and commitment to his craft, his business, his family, and his home."

- Chef Virginia Willis





"Sometimes, when someone knows as much about a topic as Chef Dissen does, they can be an intimidating figure. But what I've always appreciated about him is his approachability and humility. He is as generous with his attention as he is with his resources. His expertise and commitment stem from a deep spring of kindness."

- Chef Aarti Sequeira

