

Chef Leads With Creative Experience

Joining the brand, Chef Tony adds new chapter to colorful life.

by **Bryan Schaaf**, *Certified Angus Beef LLC*

If the movie *Forrest Gump* were rewritten around a chef, there's not much question whose life it would chart.

In May 2014, Chef Tony Biggs signed on with the *Certified Angus Beef*® (CAB®) brand to fill its newly created director of culinary arts position. By doing so, he added yet another chapter to his incredible culinary tale.

A native of Cohasset, Mass., Biggs has been a singing waiter in Buffalo, shucked oysters in Tokyo, was befriended by Imelda Marcos while cooking in the Philippines, served breakfast on a frozen oil rig in the North Sea, opened a food bank in the heart of post-Katrina New Orleans, and was executive chef to the king and queen of Jordan.

Oh yeah, and he's been on national television competing on Food Network's *Chopped*.

These days, Biggs has taken to a new calling, representing the farmers and ranchers committed to raising high-quality beef to chefs and retailers around the world.

In simpler terms, the man who has cooked on three continents is taking his life experiences in the kitchen and now applying them to beef.

Ever hear of Reuben spring roll? Roast beef sushi? Cuban sandwiches made with beef?

As chief of the CAB culinary staff, Biggs and his four-chef crew are rewriting the rules for premium protein, taking an active role in becoming the trendsetters in a culinary world that's always looking for that next big idea.

"I really wanted to interview for the position," he says. The job "wasn't a restaurant, it wasn't a hotel; it was representing a brand and doing more than just working with food."

What appealed to Biggs was the opportunity to educate other chefs from around the world — something of a role reversal for a guy who'd spent a lifetime learning the nuances of preparing food in other cultures.

"I've met a lot of great people in my lifetime, and learned so much about bringing good food to the table," he says. "I enjoy introducing chefs — and people everywhere — to the most delicious ingredients and eating experiences."



► **Above:** A man who has cooked on three continents, Chef Tony Biggs is taking his life experiences in the kitchen and applying them to beef for the CAB® brand.

► **Left:** Biggs has spent years preparing meals fit for a king. In fact, prior to coming to the brand, he spent two years living in Amman, Jordan, serving at the pleasure of King Abdullah II and Queen Rania.

It was his stint at the food bank that landed Biggs on *Chopped*.

He ended up on an episode titled "Unsung Heroes," competing against three other chefs who worked in food banks, children's nutrition programs, and in nonprofits serving people who had serious illnesses.

Biggs didn't win the grand prize, but he's still grateful for the opportunity.

Besides, he had bigger fish to fry in the beef industry.

Excusing an obvious pun, suffice it to say Chef Tony's plate is quite full. In his new role, Biggs represented the brand at the food-centric South Beach Food & Wine Festival in late February, after the tropical Cayman Cookout Jan. 15-18.

In between and after, he works with the culinary and meat teams at the brand, intent on delivering new ideas that will open the minds of chefs and their dining clientele around the globe.

What a long, strange trip it's been for Chef Tony Biggs in his journey to the center of the premium beef universe.

Someday he'd like to write a book about his travels, and if the CAB brand is the last stop on his culinary crusade, what a story it will be.



Editor's Note: Bryan Schaaf is public relations and marketing manager for Certified Angus Beef LLC.