



CHEF FRANCO LANIA

Media Kit



“DESIGN YOUR DISH ~ DESIGN YOUR LIFE”

MEET MASTER CHEF FRANCO LANIA



“To illuminate our lives, we must first have a spark ignited inside of us. From that spark we can illuminate our lives, the lives of others and eventually the world.”

Franco Lania is a chef with a mission: to make the world a better place. His passion for the kitchen and its potential to heal the soul have made him a grassroots sensation, inspiring culinary professionals and novice foodies alike. The Master Chef has appeared on *HTTV* and *The Food Network*, where he served up delicious recipes garnished with his famous joie de vivre. Now Chef Franco shares his joy of cooking, his recipes, and the story of how he found happiness in the kitchen with people around the world....and how you can do the same.

“DESIGN YOUR DISH, DESIGN YOUR LIFE.”

Chef Franco isn't just a chef, he's a survivor. And what makes his story so unique is how he overcame his challenges by turning his passion for cooking into a transformative means of therapy. From the meditative act of chopping ingredients to the comforting sounds and aromas of the kitchen, the act of cooking became a source of calm and strength in during life's most challenging moments.



Master Chef Franco Lania got lucky. “Cooking saved my life,” he says. While studying for a Social Work degree, he began working at a local gourmet supermarket. He learned to prepare all kinds of dishes he'd never heard of before, much less tasted. In no time at all, Franco fell in love with cooking. He found his passion and saw how it changed every nuance of his life, including his course of study.

Franco attended Le Cordon Bleu in London where he graduated with the esteemed Le Grand Diplôme. He went on to attend the Master Course at the Italian Culinary Arts Institute of in Costigliole d'Asti, Italy.

With these achievements under his belt, Franco returned to New York City and immediately found his dream position but he was required to take a test for the Department of Health. All pumped up and ready to go, he arrived early for the 9:00am exam at the World Trade Center on the beautiful, clear morning of September 11, 2001. Franco was evacuated from the building, but the events of that tragic day sent him into a downward spiral. At this juncture, Franco realized it was time for a deep-rooted inner change.

That realization led to his philosophy: “As you design your dish, you can design your life.” From then on, Franco was firmly entrenched in the notion of how food can heal us all, yet never lost sight of the joys to be found in designing his career. Franco has worked with the some of the best chefs in the world. His journey brought him to highly-acclaimed restaurants in New York City, Los Angeles, Studio City and Miami and Michelin-starred restaurants in London and Milan. His love for travel and cuisine also lured him onto luxury cruise lines. On Oceania Cruises, whose culinary department is headed by Chef Jacques Pepin, Franco was the first American to hold the Italian Chef position.

Through his unique experiences, Franco has attained the “marquee level” of a Certified Culinary Expert on land and at sea. Currently, Franco is working on his personal brand of food products. He is a member of the Culinary Advisory Board for ConAgra Foods. He writes a column for *The Huffington Post* and is in negotiations with a publisher for his upcoming inspirational cooking memoir. He frequently appears as a guest chef on transatlantic cruises. Franco gives inspirational talks on cooking and the way it can ignite a positive flame of change in our lives.

CHEF FRANCO LANIA'S PROGRAMS



Hire chef Franco to invigorate you with his very candid and educational cooking shows.

LIVE COOKING DEMONSTRATIONS / COOKING CLASSES



■ Transatlantic Cooking Show aboard Celebrity Cruises



■ Live Cooking Demonstration aboard Celebrity Cruises

Franco can expertly teach and easily engage a crowd of 10 people as well as an international audience of 3,000+ people. These events focus on how to create stellar cuisine and invigorate your daily life by doing so. He has been a celebrity guest chef/speaker at colleges, universities and culinary programs in the Midwest and the NYC / Tri-State area. He often brings his inspiration to the high seas aboard various luxury cruise lines as a chef demonstrator and inspirational speaker. He has worked as a product demonstrator for Williams-Sonoma and Breville.

HIRE MASTER CHEF FRANCO LANIA FOR INSPIRATIONAL SPEAKER EVENTS



■ Inspirational Speaker Event for Celebrity Cruises



■ Speaker Event in Vienna, Austria for the 5th World Anesthesia Networking Convention

Chef Franco tells his story about "how cooking saved my life" and how he obtained true peace through his culinary journey. He also lectures on other interesting culinary topics such as good nutrition for the operating room physician, working on cruise lines (cooking at sea) and being a World Trade Center survivor. Franco is an extremely versatile personality. He has shared his stories with countless numbers of people in the United States and Europe who are looking to change their lives in a positive way.

For Chef Franco Lania event or interview requests please email Franco@FrancoLania.com or call 347.209.2025.

CHEF FRANCO LANIA'S PROGRAMS



Let Chef Franco share the joy of cooking with your audience.

GUEST CHEF APPEARANCES [TV, RADIO, EVENTS]

Chef Franco is often asked to be a special guest on newscasts, radio programs and conferences and events where he can share his culinary expertise with new audiences. Chef Franco can teach advanced techniques or culinary basics, can demo new products or use special ingredients/recipes that are meaningful to the audience.



■ Fall & Holiday Cooking Show of Marshall, Minnesota. Sponsored by: Hy-Vee and Marshall Radio



■ Home Towne Television of Summit, N.J. Chef Franco Lania - Green Grocer Segments

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CHEF FRANCO LANIA'S PROGRAMS



HIRE FRANCO FOR PRIVATE DINNERS OR INTERACTIVE DINNER PARTIES

Chef Franco can create a special immersive evening of cooking and eating for your private party, preparing a homemade meal for your guests while sharing stories, recipe tricks and culinary techniques throughout the evening.



■ Pasta making demo



■ Final dish - Fettuccine con Pomodorini
(Fettuccine with Cherry Tomatoes)



■ Institute for the Culinary Arts, Swanson Conference Center, Omaha, NE



■ Institute for the Culinary Arts, Swanson Conference Center, Omaha, NE



Franco's Website and Blog — www.FrancoLania.com



Chef Franco is an international food blogger and inspirational writer. [Check Franco's website for his delicious recipes and articles.](#)

Follow Franco — Social Media



Franco has a strong and very active social media presence. He has a strong international following on [Facebook](#), [Twitter](#) and [YouTube](#).

How Cooking Saved My Life — Upcoming Book



How Cooking Saved My Life is Franco's much-anticipated first book. It's an inspirational story of overcoming life's adversities by tapping into the healing qualities of cooking. Franco, a World Trade Center survivor, guides people to view the stove as an old friend who is always there to give you a warm and uplifting embrace.

Huffington Post Column



Franco writes a [column](#) for *The Huffington Post* where he shares delicious recipes and inspirational messages.

Omaha Steaks



Omaha Steaks has hired Franco to create recipe posts for their new blog call [SteakBytes](#).

SELECTED CLIENTS



“Mr. Lania gave very inspirational presentations at the last networking World Anesthesia Convention in Vienna to an audience made up of distinguished academicians and practitioners of medicine who flocked from throughout the world. His presentation was pertinent, engaging and nothing short of inspirational.”

– Prof. Dr. A. Hadzic, President of NWAC



“Customers love Franco's advice and interaction. Franco was wonderful with the customers, engaging them in the ingredients and cooking techniques. His easy outgoing nature is a major asset at these high profile events.” –Randy Jeddiss, Manager, Kings Supermarket Cooking Studio



“Chef Franco is a key figure in ConAgra Foods Culinary advisory board and has made significant contributions to the presentation and development of our 16 Billion dollar branded and private label equity. In particular, Chef Franco has acted as an Italian food point of reference and provided great insights for our Bertolli and Gelit brands. Franco's extensive travel and broad world view open our eyes to many aspects of Italian cuisine and culture.” –Jason Giordano, Senior Director of Culinary Innovation, ConAgra Foods



“Chef Lania is a true professional with many attributes: responsible, personable, and a talented chef (having tasted his cuisine). He is easy to work with and always on-time; a natural in front of the camera. ... with Franco's charisma and personality I would recommend him highly, and give him 'star quality'.” –Paula Mooney, Executive Vice President Marketing & Brand, Home Towne TV

SELECTED CLIENTS



“What an absolute kick to meet and work with you! Thank you for joining us for and participating so completely in BaconFest Omaha. When I sent the quick message wondering if you'd like to attend while you were in town, I never imagined that you would burst through and become a judge. It was great to meet you, and a wonderful surprise to have somebody of your stature in the food world engaged in our first time with this event.” – *John Wehrle, Director of Donor Relations, The Salvation Army Omaha Kroc Center*



“Our students were very impressed with the chef’s preparedness, knowledge, ability to teach and overall pleasant and approachable demeanor. Chef Franco received rave reviews from the diners as well. His time spent at the Institute of Culinary Arts was absolutely educational and inspirational for all.” – *James E. Tribbien, Executive Director, Institute for the Culinary Arts Omaha, NE*



“Our customers, as well as my coworkers, love his great personality, endless passion for cooking and wonderful teaching skills. Chef Franco shares all of this during numerous cooking demos and private events to showcase our products: Nambé, Anolon, Cuisinart and many more. ...Chef Franco is a joy to work with and a great teacher to share his motivational story and cooking skills.” – *Karine Abrahamyan, Culinary Coordinator Bloomingdale's at Bergen*

PHOTOS



Guest Chef on Celebrity Cruises Transatlantic Journey



EXCITE THE SENSES
A CULINARY JOURNEY WITH CELEBRITY CRUISES



Franco Lania
Culinary Expert



PHOTOS



Dishes prepared by Chef Franco Lania



■ Sea Bass Ceviche, toasted poppy seed crusted pumpkin round, turmeric oil drizzle



■ Pumpkin Hummus served in a roasted mini turban pumpkin



■ Pan-seared Bison Filet Mignon, orange & honey glazed bok choy, risotto griddle cake, sautéed bud chive garnish



■ Homemade Pumpkin and Amaretti Ravioli, tossed in a Marsala sage emulsion



■ Homemade Pistachio Cannoli, toasted pistachio, dark cherry sauce

PHOTOS



Guest Judge at the First Annual BaconFest of Omaha, NE



Click below to view Chef Franco Lania's interactive media:



■ Jersey Gems — photo shoot



■ Autumn — HTTV — farm episode



■ Culinary demonstration aboard Celebrity Cruiselines



■ Franco and Jacques Pepin (Mediterranean Cruise)

VIDEOS

TV Host:

- [BaconFest – Omaha, Nebraska](#)
- [Green Grocer – At Farmers Market \(HTTV\)](#)

Cooking Demonstrations:

- [Omaha Public Schools Cooking Demo & Lecture](#)
- [Fall & Holiday Cooking Show of Marshall, Minnesota](#)
- [Institute of Culinary Arts - Ravioli di Ricotta](#)

SOCIAL MEDIA LINKS

- [Twitter.com/ChefFrancoLania](https://twitter.com/ChefFrancoLania)
- [Pinterest.com/FrancoLania](https://pinterest.com/FrancoLania)
- [Facebook/ChefFrancoLania](https://facebook.com/ChefFrancoLania)
- [Youtube.com/ChefFrancoLania](https://youtube.com/ChefFrancoLania)

WRITING

- www.FrancoLania.com
- [Huffington Post Articles](#)
- [Omaha Steaks – SteakBytes](#)

RECENT EVENTS & APPEARANCES



EVENTS

5th Networking World Anesthesia Convention, Vienna, Austria, May 1-3, 2014.

Chef Franco was the chairperson of two events at this exciting global event, where he spoke to an international group of about 800 medical professionals. The first event explored the topic of how healthy eating habits affect the performance of medical professionals. In the second, Chef Franco explained how feeding the mind is just as important to staying alert as feeding the body.

[Click here for more information about the 5th NWAC »](#)

Minnesota Wild Rice Convention, February 2014

At the Minnesota Wild Rice Convention, Chef Franco showed off his culinary flair and spread his message of cooking therapy through a variety of demos and events for 250 conventioners. It's always good to be back in the birthplace of Franco's Minnesota Wild Rice Griddle Cakes.

Fall and Holiday Cooking Show of Marshall, MN (Sponsored by: HyVee and Marshall Radio) October 15-16, 2013.

While headlining the Fall and Holiday Cooking Show of Marshall, Minnesota, Chef Franco was asked to speak to an audience of 800+ culinology students at the Schwans Culinary Center, Southwest Minnesota State University (SMSU). Franco spent two days participating in the vibrant R&D program there, delivering lectures and leading a select group of students in the kitchen as they prepared for the Hy-Vee event the next day.

[Click here for more information about the Fall & Holiday Cooking Show »](#)

Slowdown Music Club of Omaha, NE, October 2013.

Chef Franco made history last fall at Omaha's Slowdown. He was the very first chef to perform a live cooking show at this venue. The show was set to the backdrop of live Jazz music. The musical crowd of 100+ was wowed by Franco's Flaming Pumpkin Shots, Pumpkin Zeppole and Steak au Poivre.

Southwestern Minnesota State University, October 2013.

Franco was invited to speak and teach a group of second year students in the Culinology and Hospitality Management program of SMSU. This was a two-day event. Day one was comprised of an inspirational lecture and cooking demonstrations. Day two was an interactive cooking session where the students prepared and cooked a set menu taught by the chef. Both sessions held 25 students.

[Click here for more information about the SMSU event »](#)

OPS Career Center, Omaha, NE, August 22, 2013.

A guest speaker event at the local vocational culinary school for high school students. This was an event of 45 students and faculty. Chef Franco visited first-year culinary students in their first week of school to share a few lessons on food preparation and setting career goals. The students watched Chef Franco prepare a few choice dishes, including cracked pepper and ginger coated salmon over glazed bok choy, and a wild rice griddle cake with saffron cream sauce and parsley oil.

RECENT EVENTS & APPEARANCES



Institute of Culinary Arts – Pegler Series Event, Omaha, NE, August 2013.

Mastering Italian Classics with Chef Franco was a two-day cooking series. Part one – Franco led a team of students to help him prepare a five-course meal that was to be served to 200 guests the following night. Part two – Franco cooked and demonstrated live on stage each dish that was simultaneously being served at the event. Chef Franco took the stage and prepared the menu one dish at a time, explaining and entertaining all the way through.

[Click here for more information about the Pegler Series Event »](#)

Bloomingdale's, Hackensack, NJ (The Shops at Riverside), 2013-2014.

Franco has given numerous live cooking demonstrations in conjunction with many of the culinary brands carried by Bloomingdale's (Nambe, Cuisinart, Michael Aram, Anolon, and Breville).

Williams-Sonoma, 2011-2013.

Franco has performed various cooking demonstrations at the company's stores in New Jersey, New York and Omaha, NE, including pasta demonstrations for KitchenAid among many other brands.

First Annual BaconFest of Omaha, NE, August 11, 2013.

Chef Franco loved cooking at this all-American event, where he joined the judges' panel for the Farmland Bacon Cook-Off. He got to taste a selection of pork-based dishes by nine local chefs and helped select winners in each category. It was an honor to help inaugurate what is sure to be a local tradition for many years to come.

[Click here for more information on BaconFest »](#)

Kings Cooking Studio, Short Hills, NJ.

Franco has given several classes at the Kings Cooking Studio. He has also been a guest chef to help launch one of their new stores in Gillette, NJ and a guest chef for several of their flagship stores' re-grand openings.

Celebrity Cruises Transatlantic Voyage – NYC to Rome, Italy, 2012.

Franco was the celebrity guest chef for the "Excite the Senses" transatlantic voyage for the company. On this luxury cruise chef Franco performed three cooking demonstrations for an international crowd of 300 people. He taught two private cooking classes for groups of 20 special guests and prepared a five-course tasting menu for 85 guests.

[Click here for more info on this voyage »](#)

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RECENT EVENTS & APPEARANCES



TELEVISION

24-Hour Kitchen Battle, The Food Network (2010): Two-time competitor in reality TV program in which aspiring restaurateurs have 24 hours to create, plan and open their own restaurants for one night.

Jersey Gems, HomeTowne Television (HTTV) (ongoing): Regular host of local New Jersey program exploring the state's diverse food culture. Regular host.

HomeTowne TV News, HTTV (ongoing): New Jersey evening news program featuring frequent appearances by Chef Franco Lania as the "Green Grocer." Regular guest.

RADIO

Fall and Holiday Cooking Show, Marshall, Minnesota (2013): Headlined two-day food event sponsored by Hy-Vee and Marshall Radio featuring radio shows, live cooking demonstrations, and appearances at Southern Minnesota State University's culinology program.

Radio Centre-Ville (102.3 FM), Montreal, Canada: Here Franco talked for 30 minutes about becoming a Chef, surviving the 9-11 Tragedy, Bison Farming, Paula Deen, being one of a panel of judges at BaconFest in Omaha, NE, writing for *The Huffington Post*, visiting Quebec and Scandinavia and much more!

[To view the article about this radio show click here »](#)

UPCOMING PROJECTS



FRANCO'S PRODUCT LINE

Franco is the chef and partner of I-Chef, LLC. This company is producing the book *How Cooking Saved My Life* along with a product line of foods.

Minnesota Wild Rice Griddle Cakes



While in Minnesota headlining the Fall and Holiday Cooking Show, Chef Franco found himself preparing a meal to thank his hosts for their Midwestern hospitality. As a classically trained chef, Franco often made Arborio rice pancakes. But on that lucky day he was inspired to try the recipe with Minnesota wild rice instead. With a few more secret ingredients, Franco's Minnesota Wild Rice Griddle Cakes were born!

Coming soon: Moroccan, Italian and French Spice Rubs

These are universal rubs that add a delicious depth of flavor to meat, fish, poultry, pork, sauces and vinaigrettes.

Stay tuned for many more fabulous products from Franco!



BOOK

How Cooking Saved My Life by Chef Franco

How Cooking Saved My Life is an inspirational cookbook based on Chef Franco Lania's dramatic personal journey and discovery of food therapy. The Master Chef will open his life up to readers to show them the good, the bad, and the awful, and how he learned to overcome his challenges through cooking. Chef Franco's cooking therapy approach is all about losing yourself in the meditative preparation of food, the pleasure of breathing in aromatics and exotic spices, and the visual pleasure of beautifully presented food. The therapeutic power cooking lifted Chef Franco up when he was down. *How Cooking Saved My Life* describes how Chef Franco survived adversity by cooking for others and, after much trial and error, finally learned to nourish himself.



“Cooking and happiness are similar because they are both something that we can create.”

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