

VITAL STATISTICS AND HONORS:

Born in Chicago 1958.  
Cooked first cheeseburger 1965.  
Apprentice Chef, La Petite Cuisine 1977.  
"Top 10 Young Chefs"—*Restaurants and Institutions* 1984.  
"Best Chef of Phoenix"—*New Times Weekly* 1984.  
Head Chef, Chicago's four-star Pump Room Restaurant 1990.  
McDonald's Chef 1993.  
"Top 100 News Makers"—*Newsweek* 1996.

# The People's Chef

## Andrew Selvaggio



**Favorite childhood memory**

I have wonderful memories of making double cheeseburgers with my dad when I was seven years old. So coming to McDonald's felt like a return to my roots.

**Favorite movies**

*Babette's Feast* (loved the food), *My Dinner With Andre* (good food, a little too much talk) and *Fried Green Tomatoes* (down-home cooking for real people).

**Favorite reading**

Any cookbook—I'm always looking for ideas.

**Favorite color**

Golden brown... just like our fries.

**Recent culinary credits**

Arch Deluxe, Crispy Chicken Deluxe, Grilled Chicken Deluxe and Fish Filet Deluxe. Creating McDonald's Deluxe Line sandwiches was the most demanding challenge of my career... and the most satisfying. I get to deliver the great tastes of fine dining cuisine in products that customers can enjoy at a reasonable price.

**Most influential cooks**

Mom and Dad.

**Nickname**

Most people just call me 'Chef.' I consider that the ultimate honor.

**Recent appearances**

Starring roles in McDonald's Deluxe Line commercials. When I talk about the new dimension of flavor and taste we're giving our grown-up customers... I'm in the zone!

**Secret of the Arch Deluxe sauce**

Can't say—it's a secret... but I can tell you that we tested 52 different mustards before we found the right combination... and it was worth the effort!

**Four-star restaurant vs. McDonald's**

Both serve high-quality food. The difference is that 30 or 40 people might try the daily Chef's Special in an expensive restaurant... while McDonald's offers great tastes to millions of customers each and every day—and there's no reservation required. I love being the people's chef.

**What's new**

McDonald's Grilled Chicken Salad Deluxe and Garden Salad. More deluxe tastes for our grown-up customers.

**Highest compliment**

Mmmmmmmmmmm!