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The Media And Personal Chefs

The media does the personal chef no favors at all. Private chefs are the chefs who work exclusively for a family or household. Private chefs are employees of that household. Private chefs might cook three meals a day, for an ever-changing number of people. Private chefs may even have on-site quarters, like a butler may have. Households which need a private chef may employ multiple private chefs. Private chefs may be expected to travel with the client. Private chefs earn \$100K+. It's a true shame that the media constantly talks about Oprah's personal chef - when in reality that chef is her private chef. Is there any wonder why the general population - middle America - immediately dismisses the idea of having a personal chef? How could they possibly afford such a luxury. Personal chefs work for themselves. Personal chefs rarely if ever actually plate food. Personal chefs have multiple clients. Personal chefs are almost never asked to travel with a client (this has happened however). Personal chefs always know what they are cooking, and for how many - prior to the time they start cooking (or are planning for that cook day). Personal chefs generally earn \$60,000 or less each year, and they service clients who are not the ultra-wealthy. Too bad the reporters cannot get this distinction right. Over the years they have done as much harm as good to the personal chef industry, by improperly educating the public, thus making your job as a personal chef that much harder.

