

GIADA DE LAURENTIIS

Biography

Giada De Laurentiis has become a household name. With an impressive background of culinary training and a unique personable charm, she is a globally revered celebrity chef who continues to prove her skill and accessibility not only with her expanding presence beyond Food Network but also with the great success of her cookbooks, brand alliances, newly launched food products and recurring role on the “Today Show.”

Born in Rome, Giada grew up in a large Italian family where the culture of food was a staple in and of itself. As the granddaughter of film producer Dino De Laurentiis, Giada consistently found herself in the family’s kitchen and spent a great deal of time at her grandfather’s restaurant, DDL Foodshow. After graduating from the University of California in Los Angeles with a degree in anthropology, Giada’s passion for cooking remained. She eventually made the decision to commence a culinary career and began her professional training at Le Cordon Bleu in Paris, specializing in both cuisine and pastry. Following, she returned to Los Angeles, where her training included positions at the prestigious Ritz Carlton Fine Dining Room and Wolfgang Puck’s Spago in Beverly Hills. She later founded GDL Foods, a catering company in Los Angeles.

Giada’s career start on Food Network began in 2002 when she was discovered by a network executive upon reading an article about her and the De Laurentiis family in *FOOD & WINE* magazine. Since then, Giada has become one of Food Network’s most recognizable faces. Her half-hour, daytime cooking show, “Everyday Italian,” features quick, healthy and satisfying Italian dishes and airs twelve times a week at both 11am and 4:30pm on FN. Her primetime show, “Giada’s Weekend Getaways,” debuted in January 2007 and follows Giada to popular destinations in and around the United States as she explores the cities’ most notable restaurants and activities. Giada can also be seen in Food Network specials, such as “Giada in Paradise: Capri and Santorini,” and as a judge on the highly popular series, “Next Food Network Star.” Finally, and with much anticipation, in October 2008, Food Network will premiere Giada’s new series called, “Giada At Home.” The show remains true to her Italian roots while also offering viewers a more realistic taste of Giada’s California lifestyle.

The foray into cookbooks was an obvious decision, allowing Giada’s loyal viewership to reference, prepare and share their favorite recipes. De Laurentiis’ first book, “Everyday Italian,” showcases many of the delicious recipes from her cooking show of the same name. Her second book entitled, “Giada’s Family Dinners,” quickly became a #1 *New York Times* best-seller as did her third cookbook, “Everyday Pasta,” which was released in April 2007. An eagerly-awaited fourth book, “Giada’s Kitchen,” will hit bookshelves on September 30, 2008. All four books are published by Random House/Clarkson Potter.

Giada’s overall success and notoriety yielded her a role as spokesperson for Barilla, the world’s largest producer and manufacturer of pasta. Giada took her relationship with Barilla one step further, entrusting the Italian arm of the brand, known as Academia Barilla, to license and produce four products under Giada’s name. The products: Extra-virgin Olive Oil, Balsamic Vinegar, Tuscan Herb Mix, and Sea Salt with Fresh Lemon Zest, debuted in January 2008 and is sold at various gourmet and specialty stores across the United States.

Giada had been a recurring guest on the “Today Show” up until her stint as a correspondent during the 2006 Olympic Games in Torino secured her a role as a contributing correspondent on the nation’s #1 morning show where she highlights current trends in travel, cuisine and lifestyle.

De Laurentiis currently resides in Los Angeles with her husband, Todd and daughter, Jade.