

AUTOMOTIVE

Lexus adds celebrity chef to culinary ambassador roster

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Chef Ludo Lefebvre. Image courtesy of Lexus

By STAFF REPORTS

Toyota Corp.'s Lexus has named French chef Ludo Lefebvre to its lineup of Culinary Masters, bringing a new perspective to the ambassador initiative.

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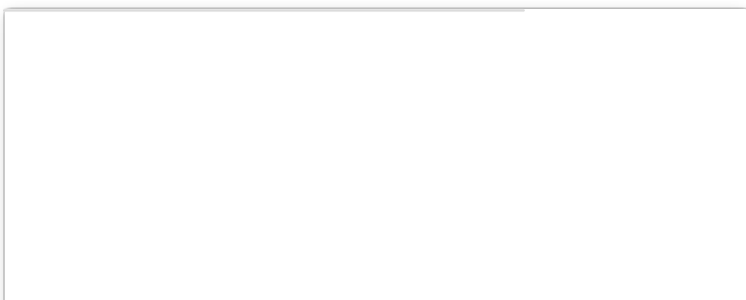
In his new role, Mr. Lefebvre will partner with Lexus on food and wine-centered marketing and events. With this appointment, the James Beard finalist chef joins other culinary talents including Daniel Boulud and Michelle Bernstein, allowing Lexus to portray its craft through cuisine.

“Chef Ludo’s dynamic personality and unending creativity will be a fabulous addition to the group of incredible chefs, and we know that so many Lexus enthusiasts have already been touched by his work,” said Lisa Materazzo, vice president of marketing at Lexus, in a statement. “We look forward to his contribution and the future of Lexus Culinary Masters.”

Cooking up collaboration

Born in France, Mr. Lefebvre began his culinary career in the country as he trained under chefs including Alain Passard, Marc Meaneau, Pierre Gagnaire and Guy Martin for 12 years.

The chef then moved to Los Angeles, where he runs the restaurants Trois Mec, Petit Trois and Trois Familia. Expanding his influence beyond his restaurants, Mr. Lefebvre also wrote a cookbook and has starred on the ABC show “The Taste” as a judge and mentor.



[View this post on Instagram](#)

Now on Ludo à la Maison by popular demand...Bouillabaisse for the home cook! 🍷👀 Check out the video on @foodandwine .com. Photos by @chloecrespi . LINK TO VIDEO IN BIO! Thank you to our sponsors @fisherpaykel @sanpellegrino_us @globalcutleryusa @lexususa @lecreuset @tillamook

A post shared by Ludovic Lefebvre (@chefludo) on Mar 27, 20..

Instagram post from Ludo Lefebvre

Mr. Lefebvre will kick off his relationship with Lexus at the Pebble Beach Food & Wine Festival from April 11 to 14, for which Lexus is a sponsor. Fellow Culinary Master Dean Fearing will join Mr. Lefebvre to prepare a French Quarter-inspired chef's table lunch.

"I'm proud to join this group of amazing chefs on behalf of Lexus," said Mr. Lefebvre in a statement. "There is a strong community aspect to the team and I'm excited to work alongside each chef at upcoming events."

Beyond its Culinary Masters, Lexus has linked its own endeavors to those in the food and beverage category.

Lexus is also exploring the stories of the paths tastemaking chefs and food purveyors take to mirror its own creative and artisan process.

Produced for Lexus by Condé Nast Creative Studio, "Journeys of Taste" is unfolding in four parts across titles including *Vogue*, *Condé Nast Traveller* and *GQ*. Through this first creative partnership between Lexus and Condé Nast International, the automaker will be able to reach a global audience of readers in almost a dozen markets ([see story](#)).

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