

AUTOMOTIVE

Lexus introduces Kwame Onwuachi as newest culinary collaborator

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Kwame Onwuachi is the newest member of Lexus Culinary Masters. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is growing its roster of Culinary Masters, welcoming James Beard Award-winner Kwame Onwuachi to its ambassador lineup.

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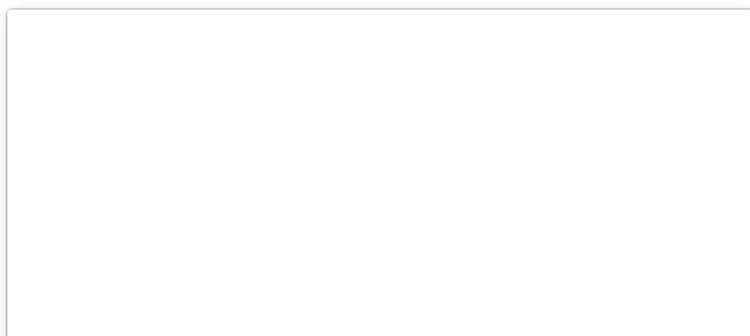
Mr. Onwuachi, a television personality and author, adds even more star power to the Lexus Culinary Master program. The long-running initiative focuses on crafting unique experiences, including food and wine events, that emphasize Lexus values of quality, innovation and prestige.

"Chef Onwuachi is a multifaceted culinary creator whose dedication to his guests and community closely aligns with the foundational values of Lexus," said Vinay Shahani, vice president of marketing at Lexus, in a statement. "We're honored to have him represent our brand and look forward to the perspective he will bring to the Culinary Masters program."

Toast of the town

The New York native trained at the city's Culinary Institute of America. Now based in Los Angeles, Mr. Onwuachi opened five restaurants before the age 30.

In addition to winning the James Beard Award, he has appeared on "Top Chef" both as a contestant and a judge. He currently serves as an executive producer with *Food & Wine*, collaborating with the brand on major events.



[View this post on Instagram](#)

A post shared by Kwame Onwuachi (@chefkwameonwuachi)

Kwame Onwuachi recently published a new cookbook

Mr. Onwuachi's memoir *Notes from a Young Black Chef* is critically acclaimed and is being adapted into a feature film. Last month, his cookbook *My America: Recipes from a Young Black Chef* was released.

"There's a synergy between how Lexus approaches quality and innovation in its vehicles and the way I approach my cooking," Mr. Onwuachi said in a statement. "Our shared philosophy stems from putting people at the center of everything we do. I look forward to collaborating with the other Lexus Culinary Masters."

Mr. Onwuachi joins other Lexus Culinary Masters including chefs Michelle Bernstein, Stephanie Izard, Jon Shook, Daniel Boulud and Ludo Lefebvre ([see story](#)).

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