

CHEF'D UP!®



2024-2025 PITCH DECK

THE CHEF'D UP! SHOW

Get "Chef'd Up" Italian-style with Chef Anthony Caliendo, as he serves up his signature sauces, salads, sweets & more with a side of sizzle and a whole lotta swag!



FOR DETAILS CONTACT:

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ABOUT



Tune in to see Chef Caliendo and his friends get Chef'd Up! as they create the classic & the creative in Italian-American cuisine + more, featuring his "fire" line of Caliendo® Brand Premium Olive Oils, Balsamic Vinegars & Italian Cheeses. Sh*t heats up in the Caliendo Kitchen and on location with the best chefs and food establishment owners in South Florida!

THE CHEF'D UP! SHOW WILL DROP ACROSS ALL SOCIAL PLATFORMS:
YOUTUBE, TIKTOK, FACEBOOK, INSTAGRAM, X, LINKEDIN, WWW.CHEFDUP.COM

BE FEATURED ON THE SHOW!

Showcase your restaurant and head chef and put the spotlight on one of your establishment's signature dishes. Then, make it amazing using one of the Caliendo® brand oils, vinegars or Italian cheese:

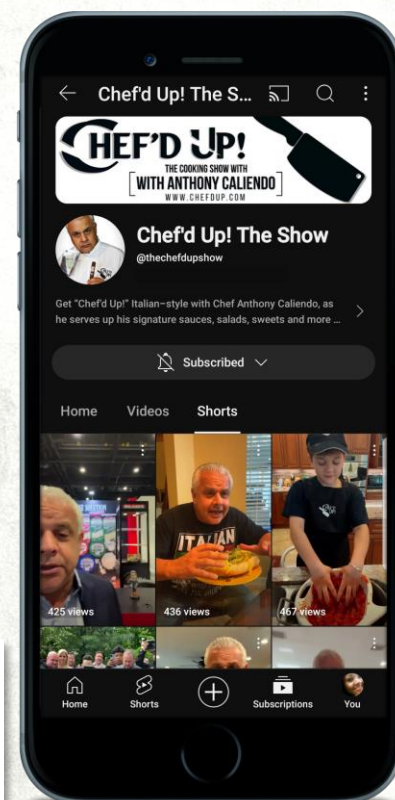
- 1 Select a signature dish from your current menu that uses olive oil, vinegar and/or Italian Cheese (Parmesan, Romano, Asiago)
- 2 Select a Caliendo® product for the dish – and be creative! (See page 6)
- 3 Caliendo and the production crew will film the dish preparation with Caliendo® products on location at your establishment
- 4 Co-promote the episode on your social media, website and all of your marketing platforms

WATCH EP 02:

ALLIGATOR ALLEY!



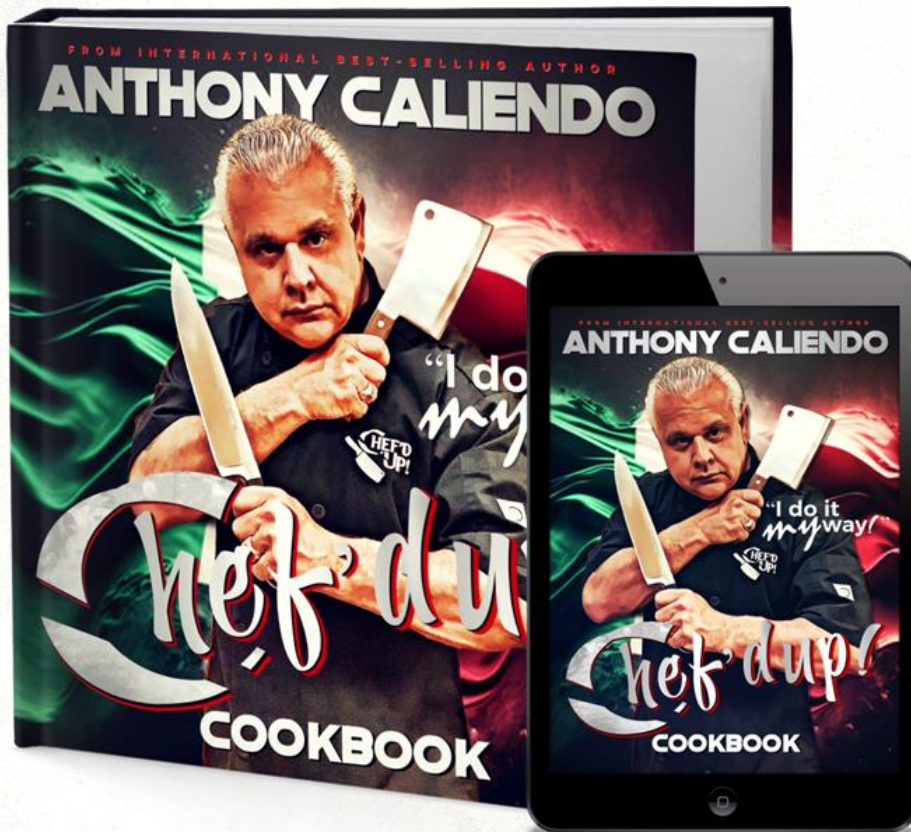
Featuring my friends **Anthony Nicolosi, Owner and Pitmaster at BBQ & Craft** and **Ciro Dapagio from MOBKING** doing something with the Caliendo® Mesquite Flavor EVOO you've NEVER seen before...



www.chefdup.com

www.caliendofoods.com

GET YOUR RECIPE IN THE BOOK...



MORE EXPOSURE OPPORTUNITY in Anthony Caliendo's highly anticipated *Chef'd Up! Cookbook: I Do It My Way* with Anthony's classic and innovative Italian recipes plus other American favorites — all using the Caliendo® line of products... an offer you can't refuse!

Let us tell the story of YOUR food journey, highlight your business or your brand plus feature your very own signature dish using the Caliendo® olive oils, balsamics or grated Italian cheeses (see page 5).

Our book will be sold on Amazon, Barnes & Nobles, Walmart.com, Books-A-Million and all major online book retailers.

Walmart  **BAM!**
BOOKS-A-MILLION amazon  BARNES & NOBLE

THE COOKBOOK

COOKING: IT'S IN HIS BLOOD. AND HE DOES IT HIS WAY.

Anthony Caliendo: multi-talented international best-selling author. Motivational speaker. Film producer. Actor. One of South Florida's most prolific entrepreneurs of his time with a string of successful, brand-recognizable businesses. You may know him as The Main Man, The Sales Assassin or even The Big Cheese. But what you don't know is: *cooking is in his blood.*

How does a street kid from Chicago learn to dream big against all odds, circumvent his circumstances to become a force within the business world, survive through plot twist after plot twist, becoming the master of reinvention and staying-on-top, *only to discover that one of his biggest passions in life is a real thing?* That thing: getting "chef'd up" and killing it in the kitchen for his friends and huge Italian family with the finest Italian American food you've ever tasted. How? *He's a Caliendo.* That's how.

Chef'd Up: I Do It My Way is the story that you've never heard before. In it, Caliendo shares his wild food journey: the good, the bad, the ugly, the real ugly, and the best of the best. From the old neighborhood: Taylor & Racine, to South Florida with the wife and kids and way, way beyond, *Chef'd Up* cookbook features over 80 recipes of the best in classic and innovative Italian American cuisine, including Caliendo's signature sauces, sides, salads and main courses. Plus... we honor a few "Friends of Ours."

Oh, and the recipes? "*Fuhgedaboudit*," made with Caliendo's very own line of Caliendo® brand premium olive oils, balsamic vinegars and Italian cheeses.

Mangia!

www.chefdup.com



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SNEAK PEAK: CHEF'D UP! I DO IT MY WAY INTRODUCTION...

I'm different. I always have been and I always will be.

I do things big. I do things loud. I'm small but I'm not quiet; I don't know how to do anything small and quiet. I'm unapologetic. And to be frank, (no pun intended): I do it my way.

I'm Chef'd Up!® That's what this book is all about, really. It's about me taking a step back, reflecting on my life, venturing into something exciting and then defining it – giving it a name. And the conclusion is: My name is Anthony Caliendo and I AM CHEF'D UP!® I'm so chef'd up that I had the balls to trademark it. So, when you see me use the registered mark symbol at that end of the name, that's because I own this shit in more ways than one.

With that said, welcome to *Chef'd Up: I Do It My Way*. Let's have a sit-down and let me tell you a story. Writing this book has been a journey in and of itself. What began as a simple cookbook with Italian American recipes using my incredible line of Caliendo® Olive Oil, Balsamic Vinegar and grated Italian Cheese, morphed into this project about me and my uncanny food journey. I call it uncanny because as my team and I were brainstorming, I made some crazy connections between my family, food and my life up to this point. No, I didn't grow up knowing that food and cooking was going to be a passion of mine. I grew up knowing I was *different*. I grew up knowing that I had this burning desire inside of me to be the best, be on top and make my mark on the world. And yet, as I was building and branding my *different* self in *different* ways, food always seemed to be in the backdrop somehow.

You see, most of you know me as Anthony Caliendo: a successful entrepreneur. An international best-selling author. A brand creator. The Main Man. The Big Cheese. The Sales Assassin. I realize, I've already spent about five of my nine lives building massive income-generating businesses with wildly memorable brands. Yes, sales, marketing and branding is my wheelhouse, as they say. And after crushing my business goals, getting folks to remember my name, writing four best-selling books, and even producing and starring in a wicked gangland thriller, I know that winning is absolutely in my blood.

Yet, even through all that winning, I feel like all my closest friends and associates throughout the years think that they know me. They all have this ineffaceable impression of me; that I'm

led by ego. They think they know my whole story: *street kid from Chicago makes it big on Wall Street, moves back to Florida, marries a beautiful Italian girl, becomes one of the top mortgage, real estate and business brokers in the state, raises a very Italian-American family of eight... and looks like a mobster (...I almost was one)*. Well, I'm here to tell you that there's so much more to my story; one that's led by pain, passion, heart, courage, reinvention, honor and faith. That's all in my blood too. Those are my main ingredients. And that's what this book is all about: it's the story that hasn't been told of how I got here and what I know to be true – and it's all tied to this crazy, chef'd up food evolution of mine.

So, I invite you to pull up a chair at the table. You're going to hear the whole truth about growing up Caliendo. You're going to hear how I faced deafening blows of defeat so many times that it's a wonder I'm still standing. You're going to hear tales of survival and reinvention. You're going to hear hard lessons I learned that it was better for me to use my powers for good and not evil. You're going to hear about my crazy Italian family and how faith and food have played such big roles in our lives. You're going to hear how cooking has become this thing of mine, and believe it or not, (because I can't even believe I'm saying it), a source of relaxation and joy. And you're going to hear about how I hope to spend the next years that I have left on this planet. Oh... and not to mention, you're going to be totally chef'd up by my incredible, delicious recipes using my innovative line of olive oils, balsamic vinegars and Italian cheeses.

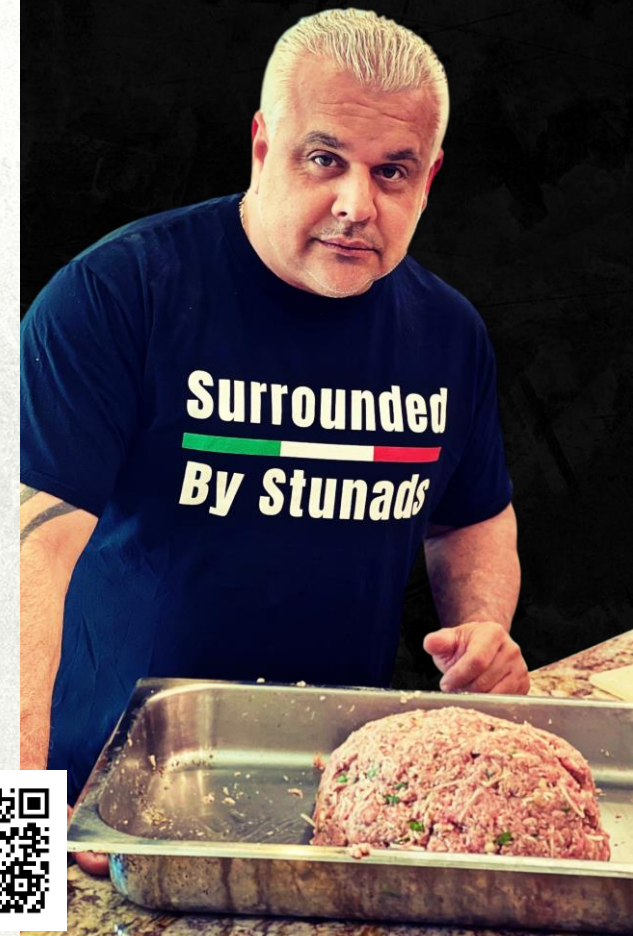
Lastly, I hope that after you read *Chef'd Up: I Do It My Way*, you get the message. The message is: life ain't simple. It's full of "pickles" and plot twists, dealing with a lot of bullshit and maybe even some total losses from time to time. But it's not about the ups and the downs and the bullshit. It's about how you dust yourself off from the rubble and find the courage, inspiration and motivation to keep going – or at least find that one thing that maybe brings you some peace, a little enjoyment and allows you to make the people in your life very, very happy. For me, it's cooking (if I happen to get in a pickle, I put some EVOO on it and eat that jamook). Maybe cooking can be your thing too.

Fuhgeddaboutit and mangia!

THE COOKBOOK

SNEAK PEAK:

Chef'd Up: I Do It My Way,
the shocking new cookbook
by Anthony Caliendo...



ABOUT

Caliendo



MobKing

tubi apple tv VUDU
prime video



IBBA

INTERNATIONAL
BUSINESS BROKERS
ASSOCIATION. ®

PLATINUM CHAIRMAN'S CIRCLE
AND TOP PRODUCER AWARDS

MARQUIS Who'sWho®

Since 1898

ENTREPRENEUR. CHEF.

Anthony Caliendo is a multi-talented international best-selling author, motivational speaker, film producer, actor and one of South Florida's most successful entrepreneurs of his time with a string of profitable businesses within the business brokerage, real estate and food & beverage industries. He's also the executive producer and actor in the wildly successful gangland thriller *MobKing* (2023). Locally, you may know him as "The Main Man" at The Business Broker Experts, one of the top business brokers in the state of Florida and nationwide. What you don't know is: cooking in his blood.

His Great Grandfather, Francesco Caliendo came over from Naples in 1909. Francesco followed his passion for olive oils, cheeses and the Italian food business and found opportunity bringing their authentic cuisine to the American pallets. It wasn't a new idea, no. But Francesco did it his way and that's what made him successful. He handed his business know-how and love of the tradition and simplicity of Italian ingredients down to his sons, Frank, Phillip, Vito and Michael. Then Anthony's pop, Phillip Caliendo took the torch. He pioneered with great Italian cheese and olive oil producers in the '70's and '80's and was the slickest relationship-maker and procurer between the producers and establishments that wanted and needed their products. He dominated Chicago and the tri-state NY, NJ and PA area. Phillip passed his curatorship prowess and his incredible skills in the kitchen down to his firstborn son, **Anthony Caliendo. Now, as the head of Caliendo Foods & Imports, Inc., (est. 2008)**, Anthony revolutionized the Italian cheese industry through his partnership with a multi-million dollar cheese factory in NJ and he's also known as "The Big Cheese" and the #1 Cheese Salesperson in the US and globally... oh yea, and he also makes the Sunday Gravy at his house.

After taking the Italian cheese business by storm, he decided it was time to honor the Caliendo family name and build his own legacy. He went back to the family tradition of olive oil production and penetrating the market with premium quality products and innovative flavors. Today, Caliendo® is a trademarked brand offering the most inventive line of Olive Oils, Balsamic Vinegars and grated Italian Cheeses. Buy them on Amazon, Walmart and online at www.caliendofoods.com.

Caliendo brands: www.chefdup.com, www.caliendofoods.com, www.milanoscheese.com, www.1800thebigcheese.com, www.themainman.com, www.thebusinessbrokerexperts.com, www.fnbcfloida.com, www.thesalesassassin.com



www.caliendofoods.com

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EXTRA VIRGIN OLIVE OIL

Infusions



250ml GLASS BOTTLES

PRODUCT	SIZE	ITEM	PK	UPC
BASIL	250 ml (8.4 US fl oz.)	7035	6	850021094003
BLACK GARLIC	250 ml (8.4 US fl oz.)	7036	6	850021094010
BLACK GARLIC & ROSEMARY	250 ml (8.4 US fl oz.)	7037	6	850021094027
CHILI PEPPER	250 ml (8.4 US fl oz.)	7038	6	850021094034
GARLIC	250 ml (8.4 US fl oz.)	7039	6	850021094041
MESQUITE SMOKED	250 ml (8.4 US fl oz.)	7040	6	850021094058
PORCINI MUSHROOM	250 ml (8.4 US fl oz.)	7041	6	850021094065
ROSEMARY	250 ml (8.4 US fl oz.)	7042	6	850021094072
SUN-DRIED TOMATO	250 ml (8.4 US fl oz.)	7043	6	850021094089
TRUFFLE BLACK	250 ml (8.4 US fl oz.)	7044	6	850021094096
TRUFFLE WHITE	250 ml (8.4 US fl oz.)	7045	6	850021094102
TUSCAN HERB	250 ml (8.4 US fl oz.)	7046	6	850021094119
BLOOD ORANGE	250 ml (8.4 US fl oz.)	7047	6	850021094126
LEMON	250 ml (8.4 US fl oz.)	7048	6	850021094133
MEYER LEMON	250 ml (8.4 US fl oz.)	7049	6	850021094140
MANDARIN	250 ml (8.4 US fl oz.)	7050	6	850021094157

BALSAMIC VINEGAR

Infusions



250ml GLASS BOTTLES

PRODUCT	SIZE	ITEM	PK	UPC
APPLE Balsamic Condiment	250 ml (8.4 US fl oz.)	8011	6	850021094423
BLUEBERRY Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8012	6	850021094430
CHINOTTO DI LIGURIA Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8013	6	850021094447
CHOCOLATE Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8014	6	850021094454
COCONUT Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8015	6	850021094461
FIG Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8016	6	850021094478
PEACH Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8017	6	850021094485
PEAR Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8018	6	850021094492
POMEGRANATE Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8019	6	850021094508
RASPBERRY Infused Balsamic Vinegar	250 ml (8.4 US fl oz.)	8020	6	850021094522

Caliendo

GRATED ITALIAN Cheese



PRODUCT	SIZE	ITEM
GRATED PARMESAN CHEESE	8OZ (227g)	2001
GRATED PARMESAN & ROMANO SPICE BLEND CHEESE	8OZ (227g)	2002
GRATED 3 CHEESE BLEND [PARMESAN, ROMANO & ASIAGO]	8OZ (227g)	2003

GET STARTED.

- 1 Select a signature dish from your current menu that uses olive oil, vinegar and/or Italian Cheese (Parmesan, Parm/Romano Spice Blend, 3 Cheese Blend)
- 2 Select a Caliendo® product for the dish – and be creative! We supply the product(s).
- 3 Caliendo and the production crew will film and/or photograph the dish preparation with Caliendo® products on location at your establishment
- 4 Co-promote the episode on your social media, website and all of your marketing platforms

CALIENDO®
Brand
Premium Olive
Oil, Balsamic
Vinegar & Grated
Italian Cheese



CHEF'D UP!®

CONTACT INFO:

SHOW DETAILS: www.chefdup.com

TO VIEW PRODUCTS: www.caliendofoods.com/shop/

SOCIAL: @THECHEFDUPSHOW

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