



Sam Choy, American Airlines' Celebrity Consulting Chef

Growing up in the small town of Laie on the North Shore of Oahu, Sam Choy learned to cook in his father's restaurant, The Hukilau Café. Today, with three restaurants of his own, Choy is recognized worldwide for his delicious fare and friendly personality.

He characterizes his award-winning cuisine as “a melting pot of the freshest ingredients from every culture on these islands.” In 2007, American Airlines utilized Choy's expertise of Hawaiian cooking, which is strongly influenced by the Pacific Rim, California and Europe, by collaborating with him to design First and Business Class menus for American's Hawaii flights. To customers' great delight, his signature menu items are still served inflight on American Airlines' Hawaii flights.

In addition to creating palate-pleasing entrees for American, Choy has authored eleven top-selling cookbooks and frequently appears on hit Food Network programs including *Extreme Cuisine*, *Emeril Live!*, *East Meets West with Ming Tsai*, *Sarah Moulton's Cooking Live*, *Iron Chef America*, *The Food Network's Luau Challenge* and most recently *Dinner Impossible*.



When he is not filming his weekly cooking show, *Sam Choy's Kitchen*, or traveling to make special appearances or give cooking demonstrations, Choy oversees his talented team of executive chefs for his three restaurants located in Tokyo, Guam and on the Big Island of Hawaii. After handpicking each chef, Choy collaborates with them to develop a diverse menu for each restaurant.

The result culminates in perennial awards of excellence for the restaurants and a carefully honed roster of loyal customers. Choy is a four-time nominee for the James Beard Best Pacific Regional chef award and in 2004, Sam Choy's Kaloko Restaurant was the recipient of the James Beard/Gallo of Sonoma American Classics Award.

Choy attended the local Kapiolani Community College where he discovered his love for cooking.