



## HESTAN - AT A GLANCE

**Headquarters:** Anaheim, California

**Year Established:** 2013

**Description:** [Hestan](#) is the award-winning culinary brand renowned for creating the market's most advanced, powerful and versatile commercial kitchen equipment and premium outdoor residential grills. Most recently, Hestan has empowered home chefs with a new line of residential appliances—bringing the advanced features of its commercial line to the home kitchen. Founded by culinary icon Stanley Cheng, and backed by some of the industry's most inventive and forward-thinking chefs, vintners and engineers, Hestan is forging new ground with visionary technologies and products.

Headquartered in Anaheim, California in a 130,000-square-foot, state-of-the-art manufacturing facility that includes a showroom, test kitchen and innovation lab, Hestan Commercial, Hestan Outdoor and Hestan Indoor are led by a collaborative team of industry mavericks who bring together 200 years of combined experience to create thoughtfully designed products that respond intelligently to the needs of the end user. Equipping the kitchens of acclaimed restaurateurs and Michelin-starred chefs such as Thomas Keller, as well as the legendary Culinary Institute of America, Hestan is setting the pace of the culinary evolution with products that provide the confidence and comfort of being built to last.

### Divisions Represented:

- [Hestan Commercial](#)
- [Hestan Outdoor](#)
- [Hestan Indoor](#)

**Web Site:** [www.hestan.com/](http://www.hestan.com/)

**Media Contact:** Leslie Licano, 949-733-8679 x 101, [leslie@beyondfifteen.com](mailto:leslie@beyondfifteen.com)



## THE HESTAN STORY

### **Culinary innovation born in Napa Valley**

The Hestan Commercial brand was founded in 2013 by Meyer Corporation CEO Stanley Cheng, an engineer by training with a penchant for culinary innovation. After transforming his family's aluminum manufacturing plant into a global powerhouse for non-stick cookware in the 1970's, he relocated from China to California, where he continued divining better products to cook with—and better ways to cook. Cheng and his wife also established the award-winning Hestan Vineyards, a family-owned estate on the eastern slopes of the Napa Valley.

### **Adding value to the heart of the home**

Gauging from the number of cooking channels and competitions airing on cable television alone, it's clear that Americans are getting more serious about culinary pursuits and embracing cooking as the authentic art form chefs have long understood it to be. In fact, in the last decade alone, the kitchen has become increasingly more important to the design and function of a home, as well as its worth. That's why, according to the American Institute of Architects' (AIA) [Home Design Trends Survey](#), more and more homeowners are upgrading their kitchens—adding square footage and opting for high-end appliances—as well as expanding the cooking experience outdoors, while adding real value to their homes and maximizing ROI.

In addition to durability, reliability, function and stunning design, today's consumers want products that live up to their price tags. In search of the perfect match, they are relying less on a familiar brand name and more on consumer and trade reviews and recommendations. In other words, proven performance is their top priority.

### **Creating a kitchen that listens**

Listening to the needs of end users and driven by the desire to create the ultimate cooking experience, Hestan continues to lead in innovation. Building on the tremendous success of Hestan Commercial, which has been hailed superior by top chefs, culinary institutions and critics, the industry frontrunner launched Hestan Outdoor in 2016, unveiling a complete line of products that take the great American pastime of backyard grilling to new heights. Introducing not only high-performance grills but also Outdoor Living Suites, refrigeration and complementary products, Hestan Outdoor quickly garnered top awards and high acclaim from grilling enthusiasts, culinary experts and leading publications such as *Food & Wine* and the *Robb Report*.

### **A kitchen revolution from the outside in**

Driven by ceaseless passion, Hestan will come full circle in 2018 with the launch of Hestan Indoor. Evolving from the genuine culinary heritage of the impeccable Hestan brand, Hestan promises to deliver the most reliable and intelligent kitchen for discerning home chefs, with a new line of products uniquely engineered in classic Hestan style.



## HESTAN INNOVATION - COMMERCIAL

### **Purpose built for world-class kitchens**

Hestan Commercial collaborates with world-renowned chefs like Thomas Keller to create products that not only keep pace with culinary evolution, but stay ahead of it. Bringing the most advanced equipment to the market, Hestan has reinvented the commercial kitchen with a line of premium products including freestanding ranges, island suites, countertop equipment, convection ovens, griddles, char broilers, French tops, hot tops, planchas, salamanders, cheesemelters, fryers, pasta cookers and refrigerated bases.

### **Top of the line for top of the line**

From Aureole in New York City to Bacchanalia in Atlanta to Providence in Los Angeles, Hestan Commercial is revolutionizing the operations in commercial kitchens around the world, with the Hestan French top a prime example of the brand's capability to engineer efficient, functional and innovative culinary tools. Creating the perfect layout for cooking style and kitchen flow, Hestan's modular, purpose-built products enhance a chef's ability to confidently work and continuously innovate.



The Hestan Commercial product line includes:

- Cooking suites
- Custom lineups
- Freestanding ranges
- Countertop units
- Range tops
- Bases
- Cookware
- Accessories
- Specialty products

### **Hestan Commercial Awards**

2016 – Two Excellence in Design (EID) Awards for Tri-Ferrous™ French Top and Modular Salamander System

2015, 2016 – Recipient of three Kitchen Innovations (KI) Awards for Tri-Ferrous™ French Top, Modular Salamander System and CircuFlame™ Sealed Burner



## HESTAN INNOVATION - OUTDOOR



### The go-to brand for grilling enthusiasts

When Hestan's engineers and designers began sketching out what would become the first Hestan grill, their intent was not just to build a new grill, but to create an entirely new level of performance for grilling. Unveiling the Hestan Outdoor product line at the HPBExpo (Hearth, Patio & Barbeque Expo) in March 2016, the buzz was immediate, with the acclaim continuing in the form of enthusiastic reviews and features in *Food & Wine*, *Consumer Reports*, *Robb Report*, *Architectural Design*, *Hearth & Home* and *Casual Living*. From the award-winning Horizon Hood™ to the laser-cut 5/16" DiamondCut™ stainless-steel grates, every detail of every grill is a point of personal pride for Hestan's welders, fabricators and polishers. Available in 12 exclusive colors and built with incredible power and total control, Hestan grills are built for the grilling enthusiast who expects the best.

### Thoughtfully designed and handcrafted in America

In addition to freestanding grills, Hestan Outdoor includes the following products, with every hinge, handle, grate and burner the result of countless hours of thoughtful design:

- Outdoor Living Suites
- Built-in grills
- Grill carts
- Refrigeration
- Storage and cleanup
- Side burners
- Power burner
- Accessories

### Hestan Outdoor Awards

- 2017 - Twice VIP Award and the Excellence in Design (EID) Gold Award.
- 2016 - VESTA Awards for both Best Gas Grill and Best in Show at the Hearth, Patio & Barbecue Expo.



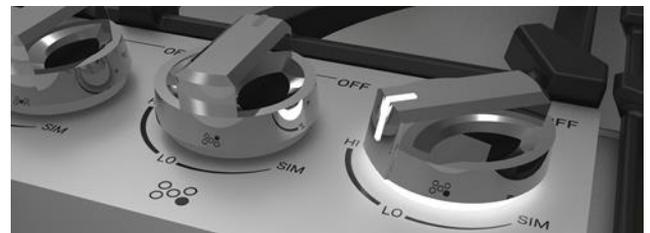
## HESTAN INNOVATION - INDOOR

### Reinventing the home kitchen

In 2018, Hestan will reveal its new line of durable, reliable and intelligent Indoor residential kitchen equipment and complimentary products that will bring new appreciation and a new level of precision to the heart of the home.



Bringing discerning home chefs the same thoughtful innovation and reliable performance that reflects the genuine culinary heritage that is Hestan, the new line will fulfill every whim and necessity, with products that include ranges, rangetops, cooktops, wall ovens, dishwashers, ventilation and refrigeration.



## HESTAN EXECUTIVES AND PARTNERS

Hestan's collaborative culture results in products that not only keep pace with culinary evolution but stay ahead of it. As a company, Hestan is built upon a shared love of food, innovation and technology, with its team of highly experienced culinary experts and partners delighting in every detail of cooking. Hestan's team of culinary leaders is committed to continuous innovation that promises to deliver the ultimate cooking experience to the residential sector.

**Stanley K. Cheng - Founder and Chief Executive Officer**



Stanley K. Cheng is founder and chief executive officer of Hestan. The iconic innovator of the Circulon™ and Anolon™ lines of cookware, which married non-stick surfaces to hard-anodized aluminum with the patented "hi-low flavor release system" used with the Circulon line, he is widely renowned as founder and CEO of Hestan's parent company Meyer Corporation.

Born and raised in Hong Kong, Cheng attended the University of Oregon, first majoring in business but ultimately choosing mechanical engineering and graduating from Oregon State University. Returning to his homeland to take over the family aluminum manufacturing plant, he transitioned the business to cookware, releasing his first line in London, England in 1972, with distribution centers following in Liverpool, England and Milwaukee, Wisconsin. In the 1980s, Cheng converted his factory to the production of non-stick cookware and in 1984 unveiled Circulon, the first line of hard-anodized, non-stick cookware on the market. In 1992, Cheng moved his family and the Meyer Corporation headquarters to Vallejo, California.

#### **Eric Deng – President**

Hestan's number one employee since 2013, Eric Deng is responsible for the bottom line of the entire operation in Anaheim, Calif. As president, he creates and executes all business plans related to the design, development, manufacturing, marketing, sourcing, selling and servicing of commercial, residential indoor and residential outdoor appliances, including cooking, refrigeration, cleaning, ventilation and preparation products.

With an impressive executive background at powerhouse brands such as DCS, Twin Eagles, Jade Products Company and Viking Commercial – where he led as general manager for product development, marketing, sales and service – Deng has gained a valuable understanding of the details, workload, skill set, timing, resources and investment needed for each vital role and department at Hestan. His main goals include an internationally recognized household brand of innovation and luxury and an environment that everyone respects, admires and enjoys working in. Deng holds a master's degree in mechanical engineering from Stanford University and both an MBA and bachelor's degree in mechanical and aerospace engineering from the University of California, Irvine.

#### **Basil E. Larkin – Vice President of Sales**

Basil Larkin, vice president of sales, is responsible for the management and oversight of all Hestan residential product sales, as well as driving revenue for the company. In this capacity, he leads sales forecasting and budgeting, building relationships with retailers and managing distributors across North America. He also assists in product development and marketing.

Larkin's previous tenure as vice president of sales and marketing and vice president of sales, North America, for Lynx Professional Grills and the Viking Range Corporation, respectively, have prepared him for the challenges of his current role. His main goals include raising awareness of the Hestan brand and establishing its reputation as the world's leading appliance manufacturer and innovator. Larkin lives in Redondo Beach, California and holds a bachelor's degree in business administration from the University of Massachusetts.

#### **Richard D. Zirges, Sr. – Vice President of Territory Sales and Service**



Richard D. Zirges, Sr., vice president of territory sales and service, is responsible for Hestan's commercial equipment sales and oversees servicing and parts for both commercial and residential products. Assisting in the product development process, Zirges also works closely with engineers to provide quality products and solutions for customers.

With an incredible history at major name brands such as Sears, Maytag, Montgomery Ward and Viking under his belt, Zirges has spent well over a decade managing top customer service centers as well as hiring key personnel and developing workflow processes to increase production and inventory. At Hestan, Zirges is highly involved in the day-to-day product development process, working with the engineers to provide quality while assisting customers and consultants in solving their equipment needs. Hailing from Rancho Cucamonga, Calif., Zirges is a member of Foodservice Consultants Society International, the American Culinary Federation and the Commercial Food Equipment Service Association.

#### **Chris Moy – Vice President of Engineering**

As vice president of engineering, Chris Moy oversees the development of new products, from concept through to production, as well as product life cycle support. Managing a total of 16 direct reports, including nine engineers, five test personnel and two documentation control specialists, he is unrelenting in his efforts to set up and develop procedures for an efficient, productive engineering department.

Boasting experience with some of the most well-known brands in the industry, Moy has spent time as a top engineer for Jade Range, Viking Range, Capstone Turbine Corporation, Thermador and beyond. Since joining Hestan in 2013, his extensive experience in the engineering of commercial and residential appliances has helped the team take home wins from both the 2015 and 2016 National Restaurant Association Awards for Kitchen Innovation, both the 2016 and 2017 Appliance Magazine Engineering Design awards (Gold, Silver and Bronze) and the 2016 Vesta Award for Best in Show and Best Gas Barbecue. Moy resides in Monterey Park, Calif. and holds a bachelor's degree in mechanical engineering from UCLA.

#### **Yvonne Juarez – Vice President of Inside Sales and Logistics**

As vice president of inside sales and logistics at Hestan, Yvonne Juarez is responsible for the management and oversight of logistics—including the safe and timely delivery of all products, vendor supplies and materials—and inside sales, where she leads a team supporting Hestan's sales distribution channels. She is also responsible for the management of all tradeshow.

Juarez's industry experience includes nearly a decade at Whirlpool and the Viking Range Corporation. Her dedication, attention to detail and organizational skills have helped keep the team moving forward every day, month and year since her arrival. She currently resides in Chino Hills, Calif. and holds a certificate from UCLA.

#### **Alex Santana – Vice President of Manufacturing**

In his position as Hestan's vice president of manufacturing, Alex Santana is responsible for overseeing all aspects of production, purchasing, inventory and facility maintenance. His main goals for the award-winning brand are to remain at the forefront of quality, efficiency and delivery within a safe and



respectful work environment, through the use of creativity, communication and collaborative problem-solving.

Hailing from Jade Range, where he worked as director of manufacturing and manufacturing manager, Santana has almost two decades of experience at many of the industry's top names, including Boone International, Stanley Door Systems and Panel Concepts – all preparing him well for his role at Hestan. Santana thrives on the sense of accomplishment that comes with seeing a product through to completion and working with fellow team members on overcoming challenges and obstacles. Santana lives in Orange County, Calif. and holds a Six Sigma Green Belt Certification.

#### **Ellen Carr – Director of Marketing**

As director of marketing, Ellen Carr is endlessly dedicated to developing and delivering marketing and communications strategies for Hestan Commercial, Hestan Outdoor and Hestan Indoor. Her responsibilities include overseeing campaigns, online content, market and trend research, budgeting and allocation of resources, brand strategy and representing Hestan's interests with external parties, such as media and advertising partners.

Prior to joining Hestan in 2017, Carr led marketing efforts for reputable high-end home, culinary and non-profit brands as an account supervisor at The Ramey Agency. Hailing from Madison, Mississippi, Carr holds both an MBA as well as a bachelor's degree in marketing, both from Delta State University.

#### **Chef Thomas Keller - Partner and Brand Ambassador**

Chef Thomas Keller serves as brand ambassador for Hestan Commercial, Hestan Outdoor and Hestan Indoor. His insight and inspiration have been invaluable in the development and design of Hestan products, which are in the kitchens of some of his own spectacular restaurants, including Bouchon Yountville, Per Se and The French Laundry. Among his numerous honors and accolades, The French Laundry recently received the highest rating of three stars for the sixth year in a row from Michelin Guide San Francisco, making Keller the only American-born chef to have two, three-starred Michelin restaurants. In 2006, the James Beard Foundation gave The French Laundry the highly coveted "Outstanding Restaurant Award" and awarded Keller "Outstanding Restaurateur" in 2007.



#### **The Culinary Institute of America - Partner**

[The Culinary Institute of America \(CIA\)](#) is equipping its campuses with Hestan Commercial cooking suites and lineups—and will unveil a Hestan Teaching Kitchen in the spring of 2018 at the CIA at Copia. This partnership is especially meaningful, as many of the renowned chefs who helped inform the design of Hestan Commercial studied at the CIA. Knowing that today's aspiring chefs are relying on the powerful precision of Hestan as they perfect their sauces and soufflés, gives the entire Hestan family great pride.





*For more information, visit [www.hestan.com](http://www.hestan.com). With media inquiries, please contact Leslie Licano at 949-733-8679 x 101 or email [leslie@beyondfifteen.com](mailto:leslie@beyondfifteen.com).*