



Dean James Max

“My love of food comes from living in Florence, Italy, my technique from working with French chefs and my understanding of what freshness is all about from growing up on a farm in Virginia.”

You would never have had to meet Chef Dean to feel his passion, sincerity, and respect for what you are about to eat, regardless of the course. I would equate his cooking to the enthusiasm of a child, the wisdom of a professor, and the talent of an artist rolled up in one.

2005 Boca Raton Magazine voted Chef Max “Best Chef” in south Florida.

2005 Readers Poll for New Times resulted in 4 awards for 3030 Ocean...Best Seafood, Best Service, Best Raw Bar, Best Broward Restaurant

2006 National Restaurant Association voted Chef Max Best chef of South Florida

2006 3030 Ocean received Best Seafood Restaurant, and Chef Max Best Chef

2007 Best Chef South Florida, Fort Lauderdale Magazine

2008 Best Chef Boca Raton Magazine

2009 Best Chef South Florida, New Times Magazine

2009 Nominated for Best Chef of the South, James Beard

2008-09 Board member at large Florida Restaurant & Lodging Association

2005-2009 Board member of the Seafood & Aquaculture Advisory Board reporting to the Department of Agriculture

2004-2009 Sponsored by the Wild American Shrimp Organization

2008-09 Board member for the culinary division of the Art Institute, Fort Lauderdale

Considering his position as one of South Florida’s foremost seafood provocateurs, it’s not surprising to discover that Dean James Max, the Executive Chef of 3030 Ocean, located on Fort Lauderdale beach at the beautiful Marriott Harbor Beach Resort & Spa, grew up on small farm just minutes from the rich shores of Virginia’s Chesapeake Bay. “There’s something about the water which is magical to me,” Max muses in the introduction to his cookbook, *A Life by the Sea*, which was released in April 2006. “My love of food is fed from the fond memories of smells and tastes of my childhood.”

The memories of his teenage years, spent fishing and cooking with his chef grandfather on the Jersey Shore resonate at 3030. Launched in December 2000, the warm, open space is the perfect venue for Max’s sophisticated yet simple modern American seafood creations, full of fresh-from-the ocean oysters, clams, fish and crabs. “Modern cuisine embraces a dedication to simplicity, freshness and intensity of flavor,” Max says. “Sourcing is the key. My cuisine relies more on balancing flavors than on heavy spicing so finding the best ingredients available is a must.”

3030 is on the verge of its nine-year anniversary, which Max will honor with his annual charity gala for Kids in Distress. Equally significant, he released his first cookbook, *A Life by the Sea*. Boasting a cornucopia of amazing recipes, insights, cooking tips and gorgeous images by renowned photographer Quentin Bacon, the 200-page compendium, available for sale at the restaurant, most national book retailers and on Amazon.com, aims to enlighten readers on the benefits of seafood-rich diet while assuaging their fears of cooking seafood. “The delicate nature of fish scares home cooks,” Max says. “To cut down on the fear factor, I intentionally kept the recipes simple but stylish. The book was a two-year labor of love aimed at demystifying seafood.” In

addition, Max spent a portion of 2006 on a national book tour with Sur la Table, a chain of high-end food retail stores who regularly host culinary scribes ranging from Wolfgang Puck to Donna Hay, among others. Chef Max is due to release his second book, “3030 Ocean, A lifestyle” which will be in time to honor their 10-year anniversary. The book will highlight a decade of culinary dedication and feature their best recipes over the past years. The book will be an entertainment style layout, which will delve into the secrets of a restaurants success. Look for the book to hit the stands by April of 2010.

Chef Max previously from Woodside in Brentwood, California, where as Owner/Chef, he was responsible for all aspects of operations of this highly acclaimed restaurant. While at Woodside, Chef Max was profiled by Sunset Magazine and The Los Angeles Times “Dean James Max steps right into the groove with his polished dishes” says S. Irene Virbila. His modern American cuisine has been noted as “stylish” and “tongue-tingling” by Gourmet Magazine where he received a stellar review. The James Beard Foundation recognized Chef Max as a “Great Regional Chef of America.” ML Warren, Sun Sentinel, called Max a “Culinary Dynamo” and described his food as “Unadulterated Joy”.

Prior to his position at the Woodside, Chef Max was Executive Chef of Mumbo Jumbo Restaurant in Atlanta, Georgia where he was a partner with super star chef Guenter Seeger. Chef Max’s resume also includes positions as Executive Chef with Brasserie Savoy located in the Savoy Hotel in San Francisco, Gerard’s Place in Washington D.C. and the Ritz Carlton Dining Room in Pentagon City, Virginia and The Ritz-Carlton in Atlanta, Georgia.

A Stuart, Florida native, Chef Max grew up in the food business. As a young child, he received hands-on experience from his father, a produce broker. Soon, the family moved to Virginia and lived on a farm. “Growing up in an organic environment gave me an early insight about what freshness really is and how foods work together,” “I even had my own jalapeño patch when I was nine” said Max. Chef Max holds a Bachelor of Science in Marketing from Florida State University with a Hotel and Restaurant Minor. He has also attended the Florence Study Center in Florence, Italy. He has appeared on the Home & Garden Television’s “Smart Solutions” series, also on “The Organic Farmer”, as well as numerous national news shows like Fox & Friends and the TV Food Network’s Challenge.



At 3030 Ocean, Chef Max created an ever-changing menu resplendent with seafood and offering a five-star level of cuisine and service. Here, diners will find a sumptuous **raw bar**, with offerings changing nightly. Guests then journey through a dense menu rich with simple yet delectable salads, soups and entrees made with the freshest ingredients available. Like the raw bar offerings, Max changes the menu nightly, blending traditional favorites, such as **halibut** and **Florida snapper**, with more offbeat selections, including **monchong** and **opah** from Hawaii and **John Dory** from New Zealand. Regardless of what he’s working with, Max stays true to his goal of keeping things fresh, simple and delicious, from the tomatoes he imports from California to succulent oysters fresh from the coast of Washington. “Great meats and seafood don’t need to be marinated to be flavorful, just prepared in a way that pays homage to them.” To that end, Max eschews creamy and fattening sauces for light

broths and opts for more healthful side including sweet and sour tiger eggplant, Asian greens, fresh hearts of palm and sea beans, to name a few. Of course, heartier options, such as goat cheese polenta, abound. "Like the ocean, at 3030 there's something for everyone," Max philosophizes.

As a rising star in the culinary world, Chef Max who is President of DJM Culinary, Inc. which specializes in restaurant concept development and ongoing management. He has celebrated the launch of many destination restaurants in the past 4 years. First being Latitude 41, then to the Brasserie in Cayman, AMP 150 in Cleveland, and most recently taking over all the food and beverage at Cheeca Lodge.



On the line of Latitude 41 in Barcelona, Spain, Columbus landed with culinary treats from the New World. As the Queen waited in excitement of these amazing finds, you can imagine the anticipation of what was to be enjoyed. In celebration of these discoveries, we at Latitude 41 share a passion to provide a culinary journey through the use of the amazing products that our modern world has to offer. In this quest to return to a world of natural, fresh and pristine ingredients, we seek out hand crafted products and utilize the talents of our American artisans to provide us with food that remembers the old world. Cuisine based around the simplicity of locally grown vegetables, free range meats, and naturally raised poultry.

Chef Dean James Max, who has carved his culinary success with his simple and elegant seafood talents, has returned to his farm raised roots in his latest venture. In Latitude 41, Chef Max shares his need to always be close to the source. To search as Columbus did for the amazing products that would on their own be the center of attention. Taking the best of the heartland and mixing it with the world around to create a destination restaurant where the journey is the enjoyment of an epicureans life...

A Culinary Homecoming...

From a life by the ocean, Chef Max returns to his roots as a farm boy in his new restaurant in Columbus, Ohio. "It is exciting to meld my modern styles with the earthy and rich desires of a heartland clientele." The local product and craftsman ship are an amazing find in a such a relaxed yet sophisticated community. For me it gives me the chance to smell the seasons again, and have them flow in our ever changing menu.



(A)merica's (M)odern (P)alette at 150th street is the newest culinary excitement to hit Cleveland in Fall 2009. Just like the power of a screaming 150-watt Fender amp, this restaurant rocks with the excitement of its open space, creative cuisine, handcrafted drinks, and upbeat play list. The cuisine is based around the culinary style of chef creator, Dean James Max known for his industry home runs like Latitude 41 in Columbus, Ohio and 3030 Ocean in his hometown of Fort Lauderdale, Florida. AMP 150 is a 200-seat restaurant and bar with an open casual feel playing up-beat rock & roll and serving tasty selections all priced under \$20. For chef Dean being "green" is a given and a way of life, not a marketing tool. With a farm to table approach for over 20 years in his restaurants, chef Max has spent his life exemplifying how ingredients define the experience. Sample AMP food:

Crispy Walnut Dates with Smoked Feta
Duck Liver Pate, Grilled Bread, Summer Chutney
Black Mussels, Ginger & Lemongrass, Spicy Chili
Little Neck Clams, Grilled Romaine, Crostini, BLT Broth
Chicken Soup, avocado, Spicy Pepper, Corn Dumpling, Tomato, Cilantro, Lime
Crispy Sweetbreads, Golden Raisons, Capers, Sautéed Greens
Minute of Halibut, Baby Greens, Egg Salad Salsa

Tamarind Pork Belly, Radish & Peanut Salad
Fried Ham and Cheese Chicken Thighs
Borolo Braised Lamb Breast, Basil Eggplant Caviar, Crispy Onions
Grilled Skirt Steak, Tomato Salad, Saba Vinaigrette
Double Brioche Burger, Ohio Cheddar & Benton's Bacon, House Pickles
Red Wine Shortrib, Celery Root Puree, Arugula & Pecorino
Pan Roasted Walleye, Beet Puree, Chorizo Hash
Wild Striped Bass, Baby Artichoke Stew, Baby Spinach
Pork Chop Schnitzel, Spicy Napa Cabbage Salad
Grilled Tuna, Sesame Pea Puree, Dirty Fried Sticky Ric
Roasted Fennel, Goat Cheese, Pine Nuts, Beet Vinaigrette
Fried Rice cake, Soy Grilled Asparagus
Organic Farro, Pancetta, Arugula
Crispy & Creamy Garlic Yucca
Broccolini, Sliced Almonds, Manchego Snow
Summer Zucchini Pancakes, Dill Crème Fraîche



Cheeca Lodge & Club

South Florida's premier chef, Dean James Max unveils his first south Florida property outside of 3030 Ocean at the Cheeca Lodge Resort, Islamorada, in the Florida Keys. Set to open on December 15th of 2009, the newly renovated resort will be under the culinary reign of chef Max. The property will host a sushi restaurant, Nikai, and the seafood & steak restaurant, Atlantic's Edge. Max will also over see the banquets which host's incredible weddings and business meetings with views of the ocean that are unrivaled. The pool and spa will also feature his flare for cooking fresh, local, and light. Being one of Florida's top seafood guru's, chef Max is well connected with the local seafood scene and even sits on the board of the seafood advisory council to the department of agriculture. Along with his other board positions on the Florida restaurant Association and the culinary advisory council to the Art Institute, he is connected with all aspects of the culinary world in the state.

You can expect the new direction at Cheeca will be focused on seasonal menus using the best Florida ingredients like Wahoo, Key West Pink Shrimp, Mahi, Black Grouper, Hogfish, Snapper, Lobster and Stone Crabs. Chef Max's connection with the small farmers of Homestead will bring in the best local fruits and vegetables to round out his simple and flavorful cuisine. Chef Max, being a Florida native himself is a veteran of the keys, catching his first record lobster at the age of 12, and diving and fishing in the area since he was a young boy. With his latest cookbook, "A Life by the Sea", a 196 page book on seafood cooking with over 50 different varieties of the ocean's treasures, it is easy to see that the marriage of Cheeca Lodge and Chef Dean Max is a perfectly crafted ship ready to set sail on an amazing culinary adventure.

"It's a dream come true to be able to take my passion for the sea and cooking and put them together in a place that is so home to me. I can't wait to deliver people what they are craving to have on the table. Delivering simple classics, done the right way with the original heart that the Keys were founded upon. Simple dishes like peel and eat shrimp, smoked fish dip, local fish sandwiches and stone crabs giving people what they expect on a beachside vacation. I want to serve them Key West pink shrimp, not frozen prawns from Thailand. When you get grouper here, you can guarantee it will be grouper and not catfish from Asia." Dean James Max

We at Cheeca lodge share a passion to provide a culinary journey through the use of the amazing products that our modern world has to offer. In this quest to return to a world of natural, farm fresh and pristine ingredients, we seek out hand crafted products and utilize the talents of our American artisans to provide us with food that remembers the days of old. Cuisine based around the simplicity of locally grown vegetables, wild seafood from our local fisherman, free range meats, and naturally raised poultry, and wonderful tropical fruits from our south Florida orchards. At the Cheeca resort, Chef Max shares his need to always be close to the source. To search for the amazing products that would on their own be the center of attention. Taking the treasures of the Florida Keys and

mixing it with the world around to create destination restaurants where the journey is the enjoyment of an epicurean's life...

Interviews, photography, recipes and copies of A Life by the Sea available upon request.