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Chef's Catalog moving to Springs

Cooking equipment group plans retail shop

By WAYNE HEILMAN THE GAZETTE

Chef's Catalog will move to northwest Colorado Springs from Dallas in April and begin hiring up to 100 people in May, company officials said Thursday.

The direct-marketer of upscale cooking equipment plans to move its headquarters and call center to 5070 Centennial Blvd., where it also will open a retail store. It will move its production, warehousing, assembly and shipping operations to an adjacent building.

"We plan to hire nearly all of our staff locally," said Jon Medved, who is Chef's Catalog chief executive and led a group of former Walter Drake Inc. executives who acquired the company in November from The Neiman Marcus Group Inc..

Through a catalog and Web site, Chef's sells cooking equipment that includes high-end pots and pans, appliances, dinnerware, cutlery and other kitchen equipment from manufacturers such as All-Clad, Calphalon, Cuisinart, KitchenAid, Microplane and Wusthof.

Sales from the catalog and Web site are handled under a contract with Neiman Marcus, but work will begin shifting to the Springs in April and the move will be finished by July 1, Medved said. Neiman Marcus had run Chef's as part of its direct-marketing division.

The company plans to open a store by Sept. 1 that will carry items sold in the catalog as well as other items, Medved said. The company would use the store to host cooking demonstrations and classes.

Chef's Catalog employs 17 in temporary offices in Colorado Springs. Many were executives with Walter Drake, a longtime Springs-based directmarketing firm acquired a year ago by Blyth Inc., which merged Drake into a Wisconsin firm and laid off 350 workers here.

The 105,400 square feet of space the company is leasing in the Centennial Business Campus had been occupied until 2003 by Hewlett-Packard Co., said Stephen Bach of Sierra Commercial Real Estate Inc., who represented Chef's Catalog and the Denver-based building owner.

Centennial Realty Partners LLLP, which bought the complex in 1996, plans substantial renovation of the two buildings for Chef's Catalog, Bach said.

TO APPLY

Applicants interested in jobs at Chef's Catalog can send resumes to the company at

jobs@chefscatalog.biz.