



**The Relentless Pursuit of Results**

**Toast – Birmingham**  
**Jeff Rose**  
**Executive Chef**

A native of Matawan, New Jersey, Jeff Rose began experimenting in the kitchen as early as age 14. He was drawn into the restaurant business nearly 20 years ago when he took his first job as a dishwasher in the New Jersey catering hall Bott Incorporated, Merri-Makers. Rose worked his way through the organization and eventually served as premise chef for the company.

He earned his bachelor's degree in hotel, restaurant and institution management from Michigan State University and worked his way through college cooking for the president of the university in his home. Following graduation, Rose moved to San Antonio, Texas to work in the kitchens of the Hyatt Regency Hotel. He served as assistant restaurant manager for over a year before he decided to return to Michigan in 1995.

For two years Rose worked as a sous chef at Sweet Lorraine's Café and Bar in Southfield. He spent the next six years at the esteemed Tribute restaurant in Farmington Hills as sous chef under Takashi Yagihashi. Rose then became chef de cuisine at Iridescence restaurant at Detroit's MotorCity Casino Hotel, before moving on to a position as executive chef of Big Rock Chop House in Birmingham. He was then given the task of opening Michael Symon's Roast in Detroit, as executive chef. While there, Rose earned the Detroit Free Press's Restaurant of the Year Award in 2009.

Rose never sought work; the opportunities always managed to find him. In July, he joined Toast in Birmingham as executive chef. He has revamped the breakfast, lunch and dinner menus at the gastro-casual restaurant, placing a focus on fresh local ingredients and sauces, broths and soups made from scratch. Rose believes the natural flavors of food should come through in any meal.

Rose is recognized for more than his excellent culinary abilities. Toast co-owner Thom Bloom said: "Jeff has a great handle on the restaurant business, too. He has a great disposition and runs a very efficient kitchen."

It's common to find a fresh fish special on the Toast dinner menu, and that's where Rose's East Coast roots tend to be revealed. "I grew up on the Jersey Shore," he said. "The seafood was always there. You could scuba dive for flounder and other fresh fish." He's known to fly in fresh skate wing from time to time and enjoys preparing dishes patrons won't find anywhere else in this region.

Rose has served as honorary professor at Michigan State University since 1995. He has taught basic food preparation courses, lectured and given lab assignments. He currently resides in Royal Oak, Michigan.

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