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MISSION + MARKET

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ATLANTA CHEF IAN WINSLADE EMERGES VICTORIOUS IN HIT COOKING COMPETITION “BEAT BOBBY FLAY”

Mission + Market’s Chef Defeats Iron Chef Bobby Flay In His Food Network Debut

ATLANTA: Atlanta-based [Executive Chef Ian Winslade](#) of [Mission + Market](#) is the most recent winner of Food Network’s famed culinary competition, “Beat Bobby Flay”. Winslade’s victorious outcome was revealed during last night’s newest episode titled [“A Proper Smackdown”](#).

“It’s been so hard keeping this a secret from my friends, family and supporters of the restaurant,” said Winslade. “I was approached by Food Network and invited to travel to New York this past April to film. The show really pushed me out of my comfort zone. Everything was over in the blink of an eye, but it was such an incredible experience that I will never forget.”

Winslade, a culinary mainstay in Atlanta’s dining scene for more than two decades, battled Southern chef Geoff Rhyne at the beginning of the episode in order to compete against celebrity chef Bobby Flay. Flay tasked both chefs with making a dish that incorporated Asian pears, the secret ingredient of the episode. Allowed only 20 minutes to develop and create the dish, Winslade won celebrity judges Valerie Bertinelli and Clinton Kelly over with an Asian pear salad crafted with Fresno Chile, ginger and a Yuzu vinaigrette.

For the ultimate challenge against Flay, Winslade was tasked with choosing a signature dish of his preference. “There were many dishes I would have loved to make, but Fisherman’s Pie felt right. It was a traditional dish I grew up eating as a kid, and it perfectly showcased my roots growing up in Waltham Chase, England,” said Winslade. “It’s extremely challenging to produce a high-quality fish dish in such a high intensity environment and short time frame – 45 minutes to be exact. Competing against Bobby and walking away with a win was definitely a bucket list item for me,” added Winslade.

Winslade brings more than 25 years of globally influenced culinary experience from around the world. He came to the United States from Great Britain at age 22 and began his career at New York’s Le Bernardin, widely recognized as one of the world’s finest restaurants. From being recruited by a former Le Bernardin chef to open Opus, a French seafood concept, in Santa Monica to forging the way for Atlanta’s evolving food scene since the 1996 Olympics, he has become a backbone within the Atlanta culinary industry. After working in the kitchens of some of Atlanta’s most recognized institutions, including Bluepointe, Spice Market by Jean-Georges Vongerichten, and Murphy’s, the Virginia-Highland bistro where he served as executive chef for six years and Paces & Vine, Winslade opened his first restaurant, Mission + Market, in April 2018. With Mission + Market, he has bridged the classical training of his early career with the global influences and produce-driven culinary approach he experienced in his time on the West Coast. The Buckhead hotspot, which has garnered praise and accolades from Forbes, Atlanta Magazine, Thrillist, Eater, The Atlantian and more, has become a fast favorite among Atlantans and visitors alike.

Photos and interviews with Chef Ian Winslade are available upon request. Stay in the know by following Mission + Market on [Instagram](#) and [Facebook](#) and by subscribing to the eatery’s [newsletter](#). To learn more about the culinary offerings at Mission + Market or to book a reservation, please visit: www.missionandmarketatl.com.

About Mission + Market: Created by Chef Ian Winslade and Jonathan Akly and designed by Restaurants Consulting Group, Mission + Market is the product of more than 25 years of globally influenced culinary experience. The contemporary American eatery places a vibrant, inspired menu at your fingertips inside the more than 5,300 square feet of space. Featuring a bar and lounge area, a large dining space accommodating upwards of 140 guests, a private chef’s counter, and an expansive outside wrap around patio allowing for 130 more diners, Buckhead’s newest hot spot offers an original menu that will challenge your taste buds with unexpected yet enchanting flavors. In addition to the large restaurant and bar areas, a large private room is available for special occasions and private events. Located at the corner of Georgia 400 and Lenox Road in the Buckhead mixed-use development, Three Alliance Center. For more information about Mission + Market, visit www.missionandmarketatl.com.

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