

# LA's Kitchen & Catering | About Page Content

## Background and The Early Years

Chef Lawrence Asterilla (aka: "LAtheChef") has always felt most at home behind the grill or in the kitchen cooking for people he cares about.

Being the oldest of three siblings, amateur-turned-professional caterer and chef, LA started learning to cook while helping his mother and grandmother at the early age of 10.

Growing up in and around Newark, NJ and New York City, LA and his family hardly ever ate at chains, opting for mom and pop restaurants or simply cooking at home.

Because of these roots, LAtheChef holds a special place at the table for local food, ingredients, flavors, and the small brick 'n' mortar restaurants and businesses that help keep places unique.

## LAtheChef's Process

Despite having read several books on the food service industry and studied countless recipes and techniques, LAtheChef still considers himself a student of food. In his words:

*"I've taught myself how to plate, how to present, how to bring out the flavor... but there's always more to learn, more foods to try, more ingredients to experiment with."*

To stay fresh and at the top of his game, LAtheChef refuses to cook with anything but the best ingredients and regularly hosts tastings to make sure his dishes bring the flavor every time and with each and every bite.

## How LA's Kitchen & Catering Was Born

Through the years and after many requests to cater on the side, LA has developed a passion for bringing people together around good food at the events that make for the best memories.

Today, LA's Kitchen and Catering stands as the culmination of LA's passion, the many late nights whipping something up for his friends, and all the requests for better flavor in the

backyard.

## Get to Know LA (Fast Facts)

(all of these will be in their own individual boxes, displayed grid-style)

### Fave Food to Eat (Other Than His Own)

A classic pastrami sandwich from Kat's Famous Delicatessen in NYC.

### Fave Food Right Now

Ramen. When he's making it at home he (of course) adds his own twists.

### Most Requested Dishes

- Collard Greens
- NOLA-Style BBQ Shrimp

### Go-to Store-Bought Hot Sauces

Frank's Red Hot, Tobasco, and Truff

### Where Chef LA Grew Up

New Jersey

### Fave Cuts *each of these will have its own custom-branded illustration*

- Poultry: Dark Meat Chicken
- Beef: Brisket
- Seafood: Shrimp

### Fave Thing to Do When He's Not Cooking or Grilling

Hang with friends and watch football

### Fave Part of What He Does

"I love the look on peoples' faces whenever they first taste my food because it always takes me back to the early days when I was cooking for my friends at 3am after a night out in the city or for my family on holidays. I think I'm always going for that look whenever I serve someone."

– LAtheChef