

## **Chef Todd Mohr**



There's an old joke that goes "Why did the Doctor become a Chef?" Answer: "Because he wanted to cure the ham." Chef Todd Mohr brings two careers of experience as Founder of Savor Hospitality and host and creator of WebCookingClasses.com.

After earning his Bachelor of Arts degree in Communication Arts and Broadcasting from Long Island University, Todd's career in Advertising and Marketing included positions with WABC in New York City, as well as Management positions at radio stations in Philadelphia; Columbia, South Carolina; and Raleigh, N.C.

After years in the Outdoor Advertising (Billboard) industry in Charlotte, Raleigh, and Baltimore, Todd found himself a "Regional Sales Manager", and didn't like what he saw. "From 6 figures to 6 dollars an hour in one afternoon", is how Todd describes it. "I quit my job, I sold my home, I sold everything I owned in a front-lawn garage sale and enrolled in culinary school."

At Baltimore International Culinary College, he earned a dual culinary degree in cooking and baking, graduating cum laude. Now combining his business acumen and new culinary degree, Chef Mohr accepted a position at the National Security Agency in Washington, DC, feeding 15,000 military top brass and civilian professionals twice daily. Now able to cook for thousands of people, Todd returned to Raleigh, as the Executive Chef at Rex Healthcare. Thereafter, he found himself back in the corporate world as General Manager of catering and dining services at Interpath Communications and Aventis Cropscience in the Research Triangle Park, N.C.

Chef Todd Mohr's quick successes were mirroring Todd Mohr's quick successes. "I went from Regional Sales Manager in Advertising to General Manager in Food Service, not a big difference really," says Todd, "It was time again to change".

He created Savor Hospitality in 2002, just months after the tragedy of September 11<sup>th</sup>. There couldn't have been a worse time to start a business, but Chef Todd did. Savor Hospitality quickly grew from office-building cafeteria to one of the most respected business dining catering companies in the area, serving many of the nation's largest companies.



Savor Hospitality opened its own banquet and wedding facilities in 2006, adding The Cooking School in 2007, and **that's** where Chef Todd Mohr found his true passion and calling. "As I taught classes, I began to realize that if you cook for 15,000 people or for 2 people, the cooking methods are exactly the same." That was the focus of the teaching mission that became "Burn Your Recipes" DVDs and WebCookingClasses.com.

Inspired by Gary Vaynerchuck and WineLibraryTV, Chef Todd began to promote The Cooking School at Savor Hospitality with cooking videos on YouTube. "I figured I'd create five or ten videos and fill up classes in my local school," he said. However, those initial 5 videos turned into 200 full length cooking method videos. In addition to attracting a local audience for The Cooking School, there was now a worldwide audience of thousands learning a new way to approach cooking.

"It became obvious to me that there are more people in the entire world than there are in my neighborhood," Todd says sarcastically. The worldwide YouTube following gave Chef Todd Mohr the audience to release his first DVD series "Burn Your Recipes", Volumes 1, 2, and 3 in 2008.



Hundreds of emails telling of the life-changing effects of Chef Todd's instruction motivated him to create WebCookingClasses.com in June 2009. This membership website provides a 20-30 minute cooking video each week to empower each student to cook like a chef at home, without recipes, using the ingredients they desire.

Chef Todd Mohr's passion is to bring a new revolution in cooking to the world. "I want to free people from the limitations and intimidations of the written recipe and empower them to cook like an artist paints or a musician plays, with artistic interpretation and basic methods," he says proudly.



So, why did the Advertising and Marketing Executive become a Chef? To empower the home cook over written recipes, to cook with their personal likes and dislikes. Or, maybe he was tired of poaching clients.