



## chef

### Laura Diaz: "Chef LaLa"



#### Chef/Nutritionist/Entrepreneur/Author/TV Personality

Laura Diaz, also known as **Chef LaLa**, was born into a family of restaurateurs learning how to hold a spatula before a pencil. Some people would say she was born with her grandfather's gift of "SAZON", the natural ability of harmonizing succulent flavors. Being raised in a Mexican household, LaLa grew up with the notion that meals were rich and zesty; and healthy equaled to tasteless and dull.

After high school, LaLa sought a career as a Cardio Pulmonary Therapist, a heart and lung specialist. While in pursuit of this career, nutrition became a concern and ignited her true passion: Cooking! She challenged the old-fashioned ways by cooking healthy and incorporating traditional flavors. She has traveled significantly, learning the beauty of international cuisine and takes pleasure in integrating flavors of the world.

In 1989, LaLa opened a restaurant in Beverly Hills, Taco Talk. She later sold her restaurant to her father in order to enroll in Le Cordon Bleu Culinary Arts program. While attending school, LaLa formed Savor! Event Planning and Catering. LaLa's decadent menus were the talk of the town. She established relationships with local politicians, entertainment groups and corporate professionals. Through her involvement, she was asked to appear on several television shows and philanthropy events to reveal her secrets.

Subsequently, LaLa was inspired by her peers to create U'LaLa, the cooking show. She developed the concept with her two sisters, Myrna and Veronica, which together bring a solid background in Public Relations and Marketing to U'LaLa. Together, they formed a company that rooted from their passion behind the lack of representation and education towards Latino foods and community. Later, the trio fuses with the final ingredient to what would later be the perfect recipe... partnering with an Emmy Award winning production company, headed by Rene Sanchez.

Through all of the years she spent in the kitchen, she was unconsciously building a unique relationship with food. Preparing dishes became more of an experience than a necessity to survive. Chef LaLa not only provides recipes, she also instructs viewers how to prepare the dish from beginning to end. She provides knowledge of different qualities of the ingredients that go into making the complete meal. Chef LaLa celebrates the diversity in food and cultures from the different Latin countries around the world. LaLa debuted her cookbook entitled "LATIN LOVER LITE" in November, 2004.

On a personal note... LaLa is constantly involved in community related projects. Nutritional education with parents of Boys & Girls Clubs of America, Project Amiga - Pre-natal care for mothers, American Diabetes Association, 5-A-Day American Heart Association - Healthy Eating classes, Liver Foundation - Co-chair "Culinary Extravaganza", and the Sheriff Department VIDA (Vital Intervention and Direction al Alternatives) program.

Find more info on Chef LaLa's website: [www.cheflala.com](http://www.cheflala.com)

Date	Time	Topic	Stage
September 23	6:30 p.m.		<a href="#">Charlotte Taste Cooking School</a>
September 24	12:45 p.m.	Chef Demonstration:	<a href="#">Piedmont Natural Gas Stage</a>

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