



FAT FOWL

PRESS KIT



BEYOND THE ROTISSERIE

ABOUT FAT FOWL

Fat Fowl serves up “New age Caribbean” cuisine from their location in the popular Dekalb Market Hall in Brooklyn, NY. They offer budget-friendly, fine dining level meals (including vegan options), prepared fresh for dine-in or takeout.

ABOUT THE FOUNDER

Shorne Benjamin, Executive Chef/Founder of Fat Fowl discovered a love for cooking in his grandmother’s kitchen growing up in St. Lucia. His cuisine reflects Caribbean food infused with global flavors and classic culinary techniques for a “new age” twist.

Chef Shorne pursued his professional interests in Finance and Culinary Arts at universities in the U.S. In 2004, he earned his BA in Finance and transitioned to working on Wall Street until 2009, soon after the financial crisis in 2008. He continued to develop culinary skills while studying at the French Culinary Institute in New York, and later earned his title as chef training in fine dining establishments in the city.

Chef Shorne’s achievements have been recognized internationally and nationally, such as winning the Grace Jamaican Jerk Festival Celebrity Chef Throw Down in 2017 and becoming a semi-finalist at the International Iron Chef Competition in Toronto. Chef Shorne’s legacy continued on screen, featuring on a number of guest cooking appearances, such as competing against Bobby Flay on the Food Network’s “Beat Bobby Flay” and as a finalist on “Chopped”.



[THEFATFOWL.COM](https://thefatfowl.com)



I want the media and food industry not to look at Caribbean cuisine as just traditional comfort food. Caribbean cuisine can be elevated to a fine dining level showcasing

**A TRUE
FLAVOUR
PROFILE**



Shorne Benjamin
Founder & Executive Chef



WHAT FAT FOWL IS KNOWN FOR

HEALTHY & DELICIOUS

Imaginative Budget Friendly Vegetarian Options

NEW AGE CARIBBEAN

Designed and Created by Executive Chef, Shorne Benjamin

ALWAYS FRESH

Authentic Meals Prepared Fresh Every Day

ELEVATED & HEALTHY

Cuisine Where Fast Casual and Fine Dining Intersect

COMPANY FACTS

- **MENU PRICING:** \$9 - 38
- **FOUNDED:** February 2022
- **LOCATED:** Brooklyn, NY
- **NUMBER OF EMPLOYEES:** 5
- **BUSINESS GROWTH/OTHER NOTABLES:** In 2022 and 2023, Fat Fowl was invited to pop up at the Barclays Center as a local guest eatery during the Brooklyn Nets home games basketball season.

SOCIAL MEDIA FOLLOWING



5,919 FOLLOWERS
@chefshorne



2,214 FOLLOWERS
@fatfowlnewyork



50 FOLLOWERS
/fatfowlnewyork



38 FOLLOWERS
@fatfowlnewyork

MEDIA TOPICS

- Trends + Growth in the Food Hall Dining Scene
- Caribbean Cuisine
- Leading Fowl Expert
- Why/How fine dining and fast casual experience is mashing up
- How one chef is recreating Caribbean Cuisine in Brooklyn
- The Art of Oxtails



FORBES

June 16, 2023

Caribbean Food Brands Gain Momentum in the US

[Read here](#) ►

NATIONAL WORLD

May 12, 2023

Why Brooklyn is the ideal base to explore all of New York's boroughs: what to see and where to go

[Read here](#) ►

THE LIST ARE YOU ON IT

April 20, 2023

Restaurant takeover pop-up with guest Chef Shorne Benjamin at Salamander Resort & Spa

[Read here](#) ►

NBA

February 28, 2023

10 Black-owned restaurants to visit in NYC

[Read here](#) ►

TRAVEL + NOIRE

June 15, 2021

How Chef Shorne Benjamin went from Wall Street to the Food Network

[Read here](#) ►

GOTHAM FOODIE

May 11, 2022

Brooklyn food

[Read here](#) ►

JAMAICA OBSERVER

August 13, 2014

Local Lifestyle: Reserved NYC

[Read here](#) ►

PR CONTACT

Maurisa Potts

Founder & CEO

Spotted MP (Marketing + Public Relations)

maurisa@spottedmp.com

703.501.6289