



**ELITE CHEF PATRICK VAN VELZEN APPOINTED EXECUTIVE CHEF  
AT SHERATON RHODES RESORT**

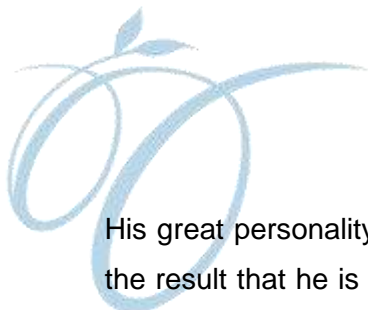
Rhodes, Greece, March 10<sup>th</sup>, 2010 – Sheraton Rhodes Resort is delighted to announce the appointment of the celebrated Dutch chef Patrick van Velzen as Executive Chef for all three restaurants of the Resort.

Patrick van Velzen, 40, is of Dutch origin and trained in the French cuisine under the guidance of world renowned chefs such as Joel Robuchon. After a significant experience at the 2 Michelin star stylish high class Restaurant De Hoefslag, at the age of 25, Chef Patrick van Velzen was already Head Chef at acclaimed one Michelin star Restaurant Klein Paardenburg in Ouderkerk aan de Amstel. Two years later, he took over the restaurant inspiring his clients with edgy, intuitive and trend-setting recipes.

Patrick is able to combine the simplest and most familiar ingredients – seafood, fish, vegetables – presenting them in new and inventive ways, whilst remaining true to Mediterranean tradition. His signature dish is the much-imitated scallops' soufflé with caviar and Noilly Prat Vermouth, but he is also famous for having included deep fried farm eggs with Pata Negra and Hollandaise sauce on the menu at Sheraton Gourmet restaurant, to prove that Michelin-star food need not be complicated and fussy. His popularity grew even further after having taught the stars how to cook in the acclaimed TV program “Cooking with the stars” on RTL4.

He has been described as a ‘charismatic listener’, and his food revolution is all about pleasing the clients, listening to their tastes and designing his recipes according to their preferences. “You will never find a chef for everybody so my aim is to listen to clients and please them. I want my restaurants to be social hubs, where clients feel connected to each other through some of the dishes served, and through excellence in both cooking and service”.





His great personality and charisma match his creativity and quest for perfection, with the result that he is always surrounded by people. Every New Year's Eve he titillates the palettes of 2,500 trend setters and celebrities from all over the world to the acclaimed "Sensation" party in Dusseldorf. Throughout the year he constantly energises his team, being a real mentor to them. He commented "You cannot expect your team to make the clients happy if they are not happy. Only if you shift the focus from you to your team you will be a successful leader".

Patrick's collaboration with Sheraton Rhodes Resort has just begun and he has already transformed the Hotel into a popular haunt for locals as well as guests from all over the world.

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## **NOTES FOR EDITORS**

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