



**21 SPICES**  
BY CHEF ASIF

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**CHEF ASIF R. SYED** is an Indian American chef who has received multiple awards for his extraordinary culinary talent. He has appeared and excelled on several nationally televised shows. This included shows such as the fifth season of “Guy’s Grocery Games”, “Cutthroat Kitchen” with Alton Thomas in 2016 and “Beat Bobby Flay” in Season 17 - Episode 12 Chop of the Mornin' to Ya in 2018. On “Beat Bobby Flay” he was celebrated for actually beating Bobby Flay in a culinary showdown, with his signature dish of Tandoori Chicken. The highlight of his career came recently on November 16th, 2019 where he successfully conducted a dinner at the James Beard House called “Innovative Indian Cuisine by Chef Asif”, making him a James Beard featured chef.

## **CHEF ASIF'S COMMUNITY INVOLVEMENT**

Chef Asif Syed has been living and working in Southwest Florida for over 20 years. Over the years chef Asif has become an active member of various charities like the Harry Chapin Food Bank or the Humane Society Naples where he was able to raise \$40k at this year's "Dancing with the local stars". His deep commitment to the community has been expressed also by his annual breakfast to fire fighters in honor of 9-11 as well as helping and feeding the community in the aftermath of 6 hurricanes.

Furthermore, Asif Syed has been deeply involved with the local Seminole tribe, cooking for the natives in the past 19 years and being responsible for their weight loss and wellness program in 6 reservation senior centers across the state of Florida.

Mr. Syed is a big advocate on sustainability and traceability, working closely with local farmers and making sure to receive ingredients from sustainable sources. This was one of the reasons why he was selected to be one of three local chefs, showcasing sustainable cuisine at a James Beard curated dinner during the NapleNEXT event in March 2019.

## **CONTRIBUTION TO SOUTHWEST FLORIDA'S CULINARY LANDSCAPE**

After 10 years as the executive chef at the Hilton Hotel on Marco Island, chef Asif Syed took a courageous step in opening the first Indian restaurant in Naples, FL on Dec. 21st, 2015. This was one of the few Indian restaurants in the state of Florida which showcased their cuisine in a modern way, for a more epicurean experience. Back in 2015 the culinary landscape in Southwest Florida was dominated by steakhouses and Italian restaurants. 21 Spices by chef Asif impacted the culinary landscape tremendously and helped to open the door to more ethnic culinary concepts.

Since the early 2000s, Chef has trained over 100 culinary interns and professionals helping them develop a career in the hospitality industry.

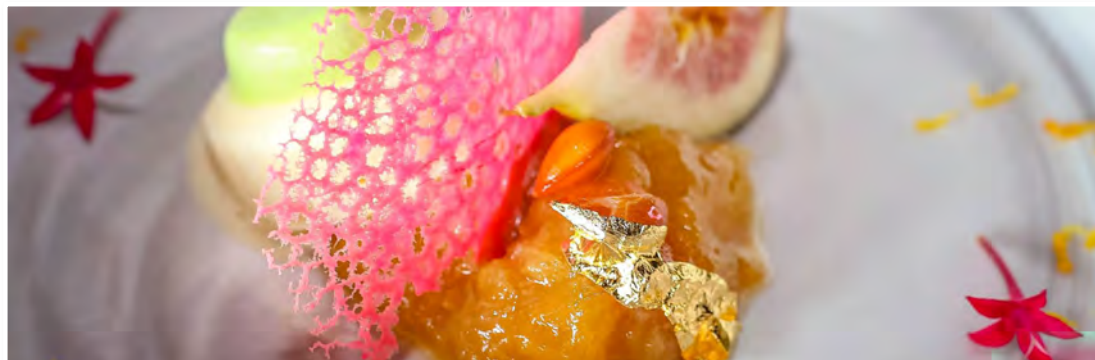
## AWARDS & ACCOLADES



In addition to being crowned Curry King in 2013 & 2015, Chef Asif has been awarded the 2017 Golden Spoon Award by Florida Trend Magazine, the 2018 Diner's Choice award by OpenTable and is DiRoNa Awarded as of 2019.

## APPEARANCES & VIP GUEST

**SHAD KHAN VISIT** In August 2018 Shad Khan, billionaire and philanthropist, and a large party of guests attended 21 Spices and were treated to a special menu design especially for the occasion.



**GUY'S GROCERY GAMES** Chef Asif, along with three other culinary wizards, took to the aisles in a fifth-season episode of Food Network program “Guy’s Grocery Games.”



**CUTTHROAT KITCHEN** In 2016 Chef Asif appeared on Alton Brown’s series, “Cutthroat Kitchen,” which pits big-name chefs against each other in a competition that awards the last chef standing a cash prize.



**BEAT BOBBY FLAY** In September of 2018 Chef Asif, appeared on the Food Network show Beat Bobby Flay and he did just that. In the final round, Chef Asif's tandoori chicken was chosen over world-famous chef Bobby Flay's dish.

# BEAT BOBBY FLAY



## **JAMES BEARD FEATURED CHEF 2019**

"Innovative Indian Cuisine by Chef Asif" at the James Beard House in NYC.

# JamesBeard Foundation



## AWARDS & ACCOLADES

- 2015** Winner of the Tampa Bay International Curry Festival
- 2015** Contender on Food Network's 5th Season of Guy's Grocery Games
- 2016** Contender on Food Network's Cutthroat Kitchen
- 2016** Winner of the Taste of Collier Festival - Best Entree
- 2017** 10 Best New Restaurants in Southwest Florida by Gulfshore Life
- 2017** 21 Spices by Chef Asif receives the Golden Spoon Award for Best New Restaurant by the Florida Trend Magazine
- 2017** Chef of the month by Food & Beverage Magazine
- 2017** Guest Chef at Food Network's New York City Wine & Food Festival
- 2017** Guest Chef at Food Network's SoBe Wine & Food Festival
- 2018** Winner of the Food Network's Beat Bobby Flay Show (Season 17)
- 2018** Top Chefs of Southwest Florida by Grandeur Magazine
- 2018** 26 Best Restaurants in Southwest Florida by Gulfshore Life
- 2019** 21 Spices by Chef Asif named among the Best 25 restaurants in Naples by the News-Press
- 2019** Featured chef at the James Beard curated reception at NaplesNEXT Idea Festival
- 2019** Chef Asif named Florida Restaurant & Lodging Association Member of the Month May
- 2019** 21 Spices by Chef Asif in Naples, FL has been recognized as a DiRoNA Awarded restaurant
- 2019** James Beard Featured Chef 2019
- 2019** Man of the year 2019 by Gulfshore Life
- 2022** Invitation to the Eid al-Fitr Reception at the White House
- 2024** Best of the Gulfshore - Category: Indian Cuisine by Gulfshore Life Magazine.

# PRESS COVERAGE

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## In the Know: 21 Spices by Chef Asif opens Monday in East Naples



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21 Spices by Chef Asif opens Monday, Dec. 21, 2011, at Supper Place Plaza #1012, 41 East in East Naples.  
 A modern Indian restaurant opens to the public Monday on U.S. 41 in East Naples.  
 The new fine-dining spot, 21 Spices by Chef Asif, is notable because of its complete transformation of an existing restaurant space into a concept that fills a

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## Spicing Up Tamiami

Chef Asif Rasheed Syed is blazing a trail with progressive Indian fare at 21 Spices by Chef Asif.

BY DOROTHEA HUNTER SÖNNE



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## Indian American Chef Asif Syed Showcases Culinary Talents on Food Network

REENA RATHORE, Special to India-West Oct 29, 2015




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# Lisa Lampanelli


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Naples Daily News  
 21 Spices by Chef Asif will debut its lunch menu Sunday. The Indian restaurant is on U.S. 41 in East Naples. #SWFL



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## Naples chef Asif Syed meets President Biden, first lady at White House

Diana Biederman Naples Daily News  
 Published 5:00 a.m. ET May 8, 2022 | Updated 1:07 p.m. ET May 8, 2022



...als as one of the most popular events of the year.

From 3:30 p.m., Naples police will block off Fifth Avenue South from U.S. 41 to Second Street, and Third Street South from Sixth Avenue to Broad Avenue South for the parade of more than 100 entries with an estimated draw of roughly 10,000.

The parade, which is scheduled to run from 6-8 p.m., will also close Broad Avenue from Eighth Street South to Second Street, and Eighth Street from Fifth Avenue South to Eighth Avenue.

Parking is always an issue, said Mike Leslie, from the city's community services department, but spots will be available in the two downtown parking garages, plus on-street parking surrounding Cambier Park. Attendees are also encouraged to use the lot at Eighth Street South and Eighth Avenue, in addition to the lot at Third Street South and Seventh Avenue.

The city will broadcast the parade live on its website and on the local government channel.

The parade begins at the intersection of Broad Avenue and Third Street, proceeding along Third to Fifth Avenue South. Participants will then head east on Fifth Avenue to Eighth Street, before turning right and finishing at Eighth Avenue.

With a theme of "A Naples Family Christmas," judges will award cash prizes to entries with the best music, best musical effects and overall best



## East Naples chef appears on Food Network's



## APPEARANCES & VIP GUEST



**EID AL-FITR RECEPTION AT THE WHITE HOUSE**



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**21 SPICES BY CHEF ASIF** invites you to join us on an epicurean adventure, an indulgence of flavors, style and artistry, all lovingly and carefully presented for your enjoyment.

Explore the diverse flavors of classical Indian cuisine, featuring the freshest season ingredients with a modern presentation, innovative culinary techniques. Our focus is to create a unique “culinary journey” that taps into and encourages the emotion and pleasures of eating while being respectful of authenticity.

The menu includes a wide selection of outstanding biryanis, curries and vegetarian delights, refreshing salads delivered in artistic fashion, mouthwatering Tandoor-roasted lamb, prawns, fresh fish, chicken, and kabobs flamed in an open-style kitchen. Chef Asif’s delicious homemade chutneys accompany many of our courses.

Elegant appetizers and an array of stuffed tandoori naan are offered as part of the Small Bites Menu in our Wine Bar. Saffron-ginger ice cream and unique desserts and after dinner drinks provide a sweet conclusion to your meal.



## 21 SPICES BY CHEF ASIF

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