



bio

Chef Bruce Aidells, Founder

Since founding Aidells Sausage Company in 1983, Bruce Aidells has earned a reputation as an innovator in the gourmet food world and is credited with pioneering the specialty sausage business. A lifelong aficionado of good food, Bruce Aidells entered the culinary arena in 1974 when he operated a small restaurant on the campus of the University of California at Santa Cruz, where he was studying endocrinology. Later he produced his first batch of sausage in London, where he was living and conducting medical research. He traded in his lab coat for an apron when he returned to the Bay Area and became the chef at Poulet, a popular charcuterie in Berkeley. While cooking there, he began preparing different types of gourmet sausages. Soon, word spread of his handmade sausages and demand from restaurants and consumers grew. In 1983 he left Poulet and founded Aidells Sausage Company.

In the ensuing 20 years, Bruce's culinary influence has spread beyond the frying pan. He is the author (with Denis Kelly) of several cookbooks including *Hot Links and Country Flavors*, *Real Beer and Good Eats* (1992), *Flying Sausages* (1995), *The Complete Meat Cookbook* (1998) and *Bruce Aidells' Complete Sausage Book* (2000). Bruce is also a frequent contributor to prominent food magazines such as *Gourmet*, *Bon Apétite* and *Food & Wine*, as well as a frequent guest on television and radio cooking shows. Bruce is married to Nancy Oakes, Executive Chef and co-owner of San Francisco's top-rated Boulevard Restaurant. He is currently teaching and writing a new cookbook.

###