

The Clever Cleaver Brothers®

Celebrity Television Chefs

**“They’re what you might get if Martin and Lewis
had graduated from The Cordon Bleu.”**

EMMY Magazine



ELECTRONIC PRESS KIT



Steve Cassarino and Lee N. Gerovitz are known worldwide to millions of television viewers as **The Clever Cleaver Brothers®**

Regis Philbin says, “The Clever Cleaver Brothers aren’t just clever. They’re funny and can cook, too.” **Leeza Gibbons** notes, “Anything these guys do promises to be fun.” And **EMMY Magazine** adds, “They’re what you might get if Martin and Lewis had graduated from The Cordon Bleu.”

The Clever Cleaver Brothers are **Steve Cassarino** and **Lee N. Gerovitz** -- professional chefs who turned their love for food and laughter into a unique career as media personalities, cookbook authors and, as one pundit called them, *stand-up chefs*.

For more than two decades, these culinary cut-ups have been regulars on the TV guest circuit with appearances on *The Tonight Show starring Jay Leno*, *The View*, *Live! with Regis, Fox & Friends*, *Entertainment Tonight* and many other national television shows.

Their syndicated TV cooking vignettes “KITCHEN CUT-UPS!” have been broadcast in more than 50 countries in five languages. For almost a decade, “Tailgatin’ with The Clever Cleaver Brothers” has been watched more than 2.5-Million weekly viewers during football season. Lee and Steve have authored several cookbooks, including “Cookin’ with the Cleavers,” “The Great Recession Recipe Book” and “Tailgate Touchdown!” (Ranked by Amazon in 2009 as one of the Top-10 tailgate cookbooks).

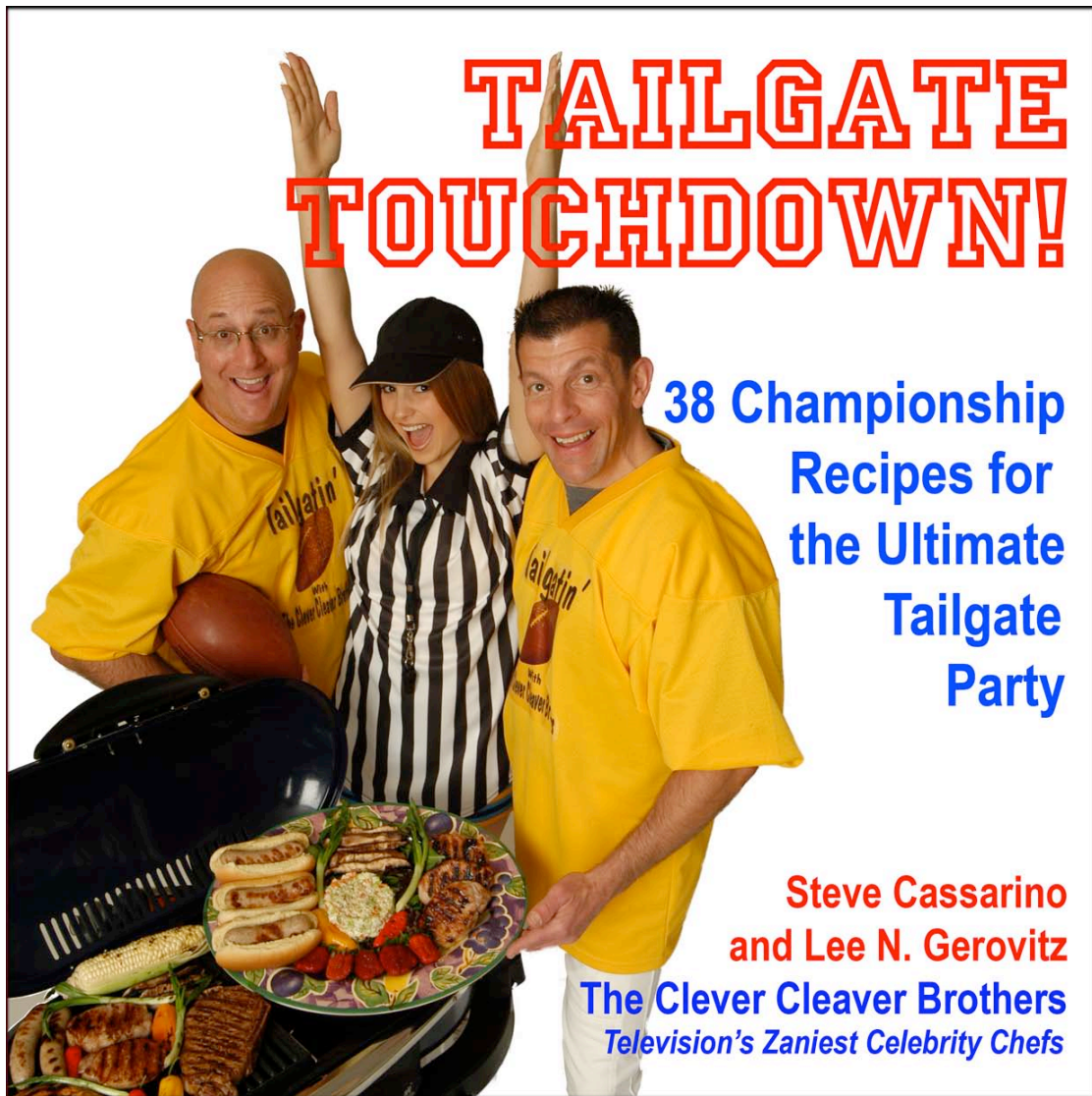
Working without fancy equipment, costly pots and pans or gourmet gadgets, Lee and Steve are known for their easy-to-prepare recipes, which earned them a reputation as *The People's Chefs*. They first met as students at Johnson & Wales College of Culinary Arts in Providence, Rhode Island. After graduation, Steve studied under master chefs in London and Paris. His career took him from assignments as head chef on a Monte Carlo yacht to sous chef of the Melbourne Hotel in Brisbane, Australia. Lee pursued a corporate culinary career as a chef at Nashville’s Opryland Hotel, an instructor for the National Restaurant Association and menu development manager for Jack-In-The-Box.

Several years later, their paths crossed unexpectedly while jogging on the beach in San Diego where they decided to produce a video cookbook for beginners. Despite a lack of on-camera experience, their video was an overnight success generating not only publicity and sales, but also their own weekly television series.

Lee and Steve take their Vegas-style cooking show on the road to casinos, corporate events, fairs, festivals and theatres. Public appearances have included such diverse engagements as Charlotte Shout, Eastern States Exposition, Harrah’s Rincon Casino, Maryland Home Show, Monterey Fair and South Carolina State Fair.

Steve and Lee have served spokespersons for many popular national brands, including Cholula Hot Sauce, Coleman grills, Heinz condiments, Johnsonville Sausage, Phillips Crab Meat, Samuel Adams beer and many others.

Summing up The Clever Cleaver Brothers, one reviewer said: “They’re the Martin and Lewis of munchies, the Rowan & Martin of recipes, and the Abbott & Costello of a la carte. They stand-up chefs who consider themselves, well, comic Cuisinarts. They’re punny guys who probably have too much thyme on their hands. Leave it to Cleaver!”



"Tailgate Touchdown!"

38 Championship Recipes for the Ultimate Tailgate Party

Whether you're watching the game at the stadium or at home, you can tailgate like a pro with dozens of recipes featured in "Tailgate Touchdown!" — a new cookbook by celebrity chefs Steve Cassarino and Lee N. Gerovitz, known to television viewers worldwide as The Clever Cleaver Brothers®.

Seen on television shows worldwide from "The View" to "Good Morning Ukraine," these culinary cut-ups have appeared on TV in more than 50 countries in five languages. Now in its ninth season, "Tailgatin' with The Clever Cleaver Brothers" is viewed in the U. S. by millions every week during pro football season.

From appetizers, salads, sandwiches and soups to entrees, side dishes and desserts, "Tailgate Touchdown!" features 38 recipes with full-page color photographs. Each recipe meets the "Clever Cleaver S.E.E. Test:" It has to use SIMPLE ingredients, be EASY to prepare and look ELEGANT, as you would expect!

Graduates of Johnson & Wales University School of Culinary Arts, chefs Cassarino and Gerovitz turned their love for food and laughter into a 25-year career as media personalities, cookbook authors and, as one pundit called them, "stand-up chefs." "They're what you might get if Martin and Lewis had graduated from The Cordon Bleu," said "Emmy" magazine.

Within weeks of publication, this gridiron cookbook ranked in the Top-10 tailgating cookbooks on Amazon.com and has also received winning reviews from NFL alumni:

- "This is one of the best recipe books I have come across," said former San Francisco 49er Don Sutton.
- "The Clever Cleaver Brothers have outdone their competition again with their playbook of world championship recipes," said former Washington Redskin and Super Bowl XXII champion Craig McEwen. "This book guarantees you will have a dish for every aspect of your game and be the MVP of every tailgate."
- "Go to the game to eat. My favorite recipe: 'Razzle Dazzle Muscles,'" said former Oakland Raider Ben Davidson.
- Former San Diego Charger Billy Ray Smith added, "Steve and Lee make life better for Raiders fans. Instead of watching their team lose every week, they can sample these incredible recipes. Charger fans will simply feast before the game and enjoy another win!"

Published by CFBP Bestsellers in full-color trade paperback at a list price of \$19.95, "Tailgate Touchdown!" is available at Amazon.com and other online retailers, plus at local bookstores (ISBN 0-9842085-0-X).

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Speaking of The Clever Cleaver Brothers®

“The Clever Cleaver Brothers aren’t just clever. They’re funny and can cook, too.”

Regis Philbin

“The Food Network isn’t the only place a chef can carve out a TV name. The Clever Cleaver Brothers are building a mini-empire.”

Allison Roman, *Broadcasting & Cable*

“Along with attracting great crowds, they have great interaction with the audience and are so enthusiastic and professional on and off stage.”

John Juliano, Eastern States Exposition

“Anything these guys do promises to be fun.”

Leeza Gibbons

“We have had many different feature acts at our Home and Garden Shows over the last 20 years, but Lee and Steve were the best! They are the nicest, most professional celebrities we have had at our event. They played to packed shows and everyone enjoyed their combination of humor and great recipes.”

Jay Plummer, S&L Productions, Inc.

“They’re the Martin and Lewis of munchies, the Rowan and Martin of recipes, the Abbott & Costello of a la carte.”

Bob Curtright, *The Wichita Eagle*

“Not only are they talented chefs, but their humor and antics make them a very entertaining duo. I can honestly say that these guys were some of the most professional I have dealt with. It was a pleasure to work with them.”

Nancy L. Smith, South Carolina State Fair

“They’re what you might get if Martin and Lewis had graduated from The Cordon Bleu.”

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As seen on...

<i>The View</i>	<i>Noon News - KPIX</i>
<i>Live! With Regis</i>	<i>Good Day - KDFW</i>
<i>The Tonight Show</i>	<i>Fox Noon News - WTTG</i>
<i>Dateline NBC</i>	<i>11 Alive Midday News - WXIA</i>
<i>The Other Half</i>	<i>Fox 2 Morning News - WJBK</i>
<i>Fox & Friends</i>	<i>Fox Morning News - KRIV</i>
<i>SoapTalk</i>	<i>KOMO News at 5pm - KOMO</i>
<i>Home Matters</i>	<i>KARE 11 Today - KARE</i>
<i>Entertainment Tonight</i>	<i>Arizona Midday - KPNX</i>
<i>Best Damn Sports Show Period</i>	<i>Tailgate 19 - WOIO</i>
<i>WGN Noon News</i>	<i>News at 5pm - KMGH</i>
<i>Morning News - WCBS</i>	<i>Show Me St. Louis - KSDK</i>
<i>LA in the Morning - KTLA</i>	<i>Fox Morning News - WBFF</i>
<i>Morning News - WMAQ</i>	<i>AM Northwest - KATU</i>
<i>The 10 Show - WCAU</i>	<i>...to name just a few!</i>