



## MICHAEL CHERNOW

**Hometown:** True Yorker

**Age:** 29

**Occupation:** Restaurateur

**What projects are you currently working on?** I am currently working on growing my brand, The Meatball Shop. I am training for the NYC marathon and constantly working on the bigger picture some refer to as the "game of life."

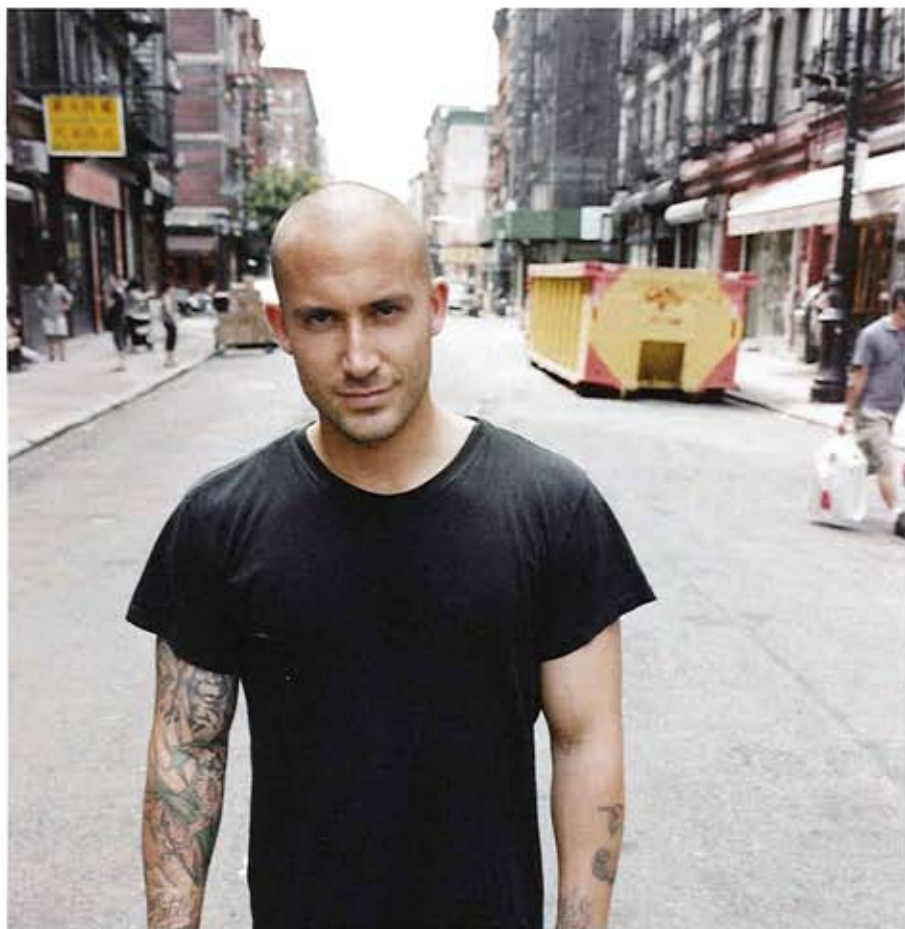
**What is an average day like for you?** Wake up and brush my teeth. Meditate with my dog (for real) for 15 minutes, finish with a short prayer. I do 100 push ups and 500 crunches, then have a bowl of oatmeal and two cups of coffee. Meetings typically start at 10 a.m. at The Shop or in the vicinity. After, or in between meetings, I take care of emails at the restaurant's bar. Throughout the day, I greet and converse with guests. My lunch is always an Everything But the Kitchen Sink with veggie balls and tomato sauce, I never get sick of this dish. Actually, I was eating this dish way before we put it on the menu and now it's one of our top sellers. At some point in the late afternoon I throw on my running sneakers and go for a long run, or run to the Muay Thai gym to blow off some steam. I try to have dinner with my wife as often as possible, if my schedule permits. After dinner, I either come back to the restaurant or hang with the pooch and the lady. These days I try to pass out by 12 a.m.

**What is the best part about your job?** The ability to provide smiles to the people of New York City.

**What is one of the most ridiculous superfluous items you recently splurged on?** I have more than 50 pairs of sneakers, most of them the same brand, most of them the same style, just different colors. I buy a new pair of sneakers every week.

**How do you most like to indulge?** I have a passion for making and serving food; I also have a passion for eating it. I have a sweet tooth from hell.

**What is an utterly unnecessary indulgence?** A few pairs of sneakers while walking around



town, a burger at The Spotted Pig, a cupcake at Magnolia, a large popcorn mixed with a share-it size M&M's. Dinner at Motorino, and I've got to have Cold Stone to finish... Yeah, I've done this more than once.

**What three things would you surround yourself with if money was not an option?** I would buy a farmhouse on the country side of Denmark with many horses and dogs. This is a dream my wife and I have and would make us and her family very happy. Donna, my wife, is from Denmark. I would buy a huge apartment on 5<sup>th</sup> Avenue overlooking Central Park for my mom and stepdad, with a ton of landscaped outdoor space. They recently moved out of the city to New Jersey and I don't get to see them as much as I'd like to. And I would travel around the world with my lady on a grand culinary excursion. I would have a local guide take us to the best places to eat. I would go for as long as

it took to taste it all...

**Private fashion designer or private interior designer?** Fashion designer.

**Private jet or private yacht?** Yacht, the journey is worth much more to me than the destination.

**If you were a superhero, who would you be?** Spider-Man.

**What movie describes your life in a nutshell?** *A Guide to Recognizing Your Saints*.

**Words to live by?** Acceptance, gratitude, patience and balls of fucking steel.