

Jamie Oliver



Jamie Oliver has hit the big time in a big way. He is famous worldwide as an extremely successful chef, cookbook writer, restaurateur, and media personality. His numerous TV programmes have been broadcast in over 100 countries including the US, Australia, Brazil, and Japan, and the accompanying cookbooks have been translated into 30 languages. Since 2004, he has given a great deal of time and energy to improving unhealthy diets in schools both in the UK and the US.

His rise to fame and fortune came early and swiftly. By the age of eight he had already started cooking at his parents' pub. It was an easy way to earn a few pounds of pocket money! After two years in catering college, and a short time in France, he started working in restaurants. He worked under three famous chefs in London before he was spotted by a TV producer at just 21 and his life changed.



Even though he had hardly any experience, he had a lot of enthusiasm for cooking, and was very natural in front of the camera. His first TV programme featured him zipping about London on his scooter buying ingredients and cooking for his friends, all to a rock and roll soundtrack. The recipes didn't involve complicated cooking techniques and used plenty of fresh ingredients and herbs. It attracted a completely new audience that previously had no interest in food programmes. Jamie Oliver became an overnight success.

Jamie is married to former model Juliette (Jools) Norton. They have four children, Poppy Honey, Daisy Boo, Petal Blossom, and Buddy Bear.

So what's his recipe for success? 'A little bit of luck, a little bit of passion, and a little bit of knowledge!' he says.

