



HESTAN AT A GLANCE

Headquarters: Anaheim, California

Year Established: 2013

Boiler Plate: [Hestan](#) is the award-winning culinary brand renowned for creating the market's most advanced, powerful and versatile [commercial kitchen equipment](#), [premium outdoor grills](#) and purpose-built [indoor](#) appliances. Founded by culinary icons Stanley Cheng and Eric Deng, and backed by some of the industry's most inventive and forward-thinking chefs and engineers, Hestan is forging new ground with visionary technologies and products. Headquartered in the heart of Southern California in an over 190,000-square-foot, state-of-the-art manufacturing facility that includes a showroom, test kitchen and innovation lab, Hestan is led by a collaborative team of industry mavericks who bring together over 200 years of combined experience to create thoughtfully designed products that respond intelligently to the needs of the end user. Equipping the kitchens of acclaimed restaurateurs and Michelin-starred chefs such as Thomas Keller, as well as the legendary Culinary Institute of America, Hestan is setting the pace of the culinary evolution with products that provide the confidence and comfort of the highest-quality materials and top craftsmanship. For more information, visit <https://home.hestan.com/>.

Divisions Represented:

- [Hestan Commercial](#)
- [Hestan Home](#)
- [Aspire](#)

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THE HESTAN STORY

Culinary innovation born in Napa Valley

The Hestan Commercial brand was founded by Stanley Cheng and Eric Deng, engineers by training with a penchant for culinary innovation. After transforming his family's aluminum manufacturing plant into a global powerhouse for non-stick cookware in the 1970's, Cheng relocated from China to California, where he continued divining better products to cook with—and better ways to cook, founding the Meyer Corporation. In 2013, he partnered with Deng, a seasoned industry professional with experience in the outdoor, indoor and commercial appliance sectors, to create Hestan Commercial Corporation. Cheng and his wife, Helen, also established the award-winning Hestan Vineyards, a family-owned estate on the eastern slopes of the Napa Valley, as well as Hestan Culinary and Hestan Smart Cooking. Hestan's full line of commercial appliances—from cooking suites to charbroilers—made its debut in 2015, winning two Kitchen Innovation awards that same year. From Aureole in New York City to Providence in Los Angeles, Hestan Commercial continues to revolutionize commercial kitchens.

Creating outdoor kitchens that listen

Listening to the needs of end-users and driven by the desire to create the ultimate cooking experience, Hestan continues to lead in innovation. Building on the tremendous success of Hestan Commercial, the industry frontrunner launched Hestan Outdoor in 2016, unveiling a complete line of products that take the great American pastime of backyard grilling to new heights. Introducing not only high-performance grills but also Outdoor Living Suites, refrigeration and complementary products, Hestan Outdoor quickly garnered top awards and high acclaim from grilling enthusiasts, culinary experts and leading publications such as *Food & Wine* and *Robb Report*.

2017 brought the unveiling of Aspire by Hestan, the affordable luxury collection of grills, refrigeration, storage and accessories, to complete Hestan's outdoor cooking product offering. All Hestan grills are thoughtfully designed and hand-crafted in America, and Aspire is no different. Engineered for excellence, the Aspire product line continues the tradition of offering high-performance, custom options for every grill-master. Inspired by the 365-day grilling season of California, Aspire products are more than an outdoor kitchen—they're a full-throttle escape vehicle.

A kitchen revolution from the outside in

Driven by ceaseless passion and a pursuit of perfection, Hestan came full circle in 2018 with the launch of Hestan Indoor. Evolving from the genuine culinary heritage of the brand, Hestan delivers the most reliable and intelligent kitchen for discerning home chefs, with a line of expertly-engineered ranges, refrigerators, dishwashers, wall ovens, ventilation, smart products and more. Following its debut, Hestan Indoor received recognition from top interior publications including *Elle Décor* and *Architectural Design*.

HESTAN INNOVATION: COMMERCIAL

Purpose built for world-class kitchens

Hestan Commercial collaborates with world-renowned chefs like Thomas Keller to create products that not only keep pace with culinary evolution, but stay ahead of it. Bringing the most advanced equipment to the market, Hestan has reinvented the commercial kitchen with a line of premium products including freestanding ranges, custom island suites, countertop equipment, convection ovens, griddles, charbroilers, French tops, hot tops, planchas, salamanders, cheesemelters, fryers, pasta cookers and refrigerated bases.

Top of the line for top of the line

From Aureole in New York City to Bacchanalia in Atlanta to Providence in Los Angeles, Hestan Commercial is revolutionizing operations in commercial kitchens around the world. The award-winning Hestan French top serves as a prime example of the brand's capability to engineer efficient, functional and innovative culinary tools. Creating the perfect layout for cooking style and kitchen flow, Hestan's modular, purpose-built products enhance a chef's ability to confidently work and continuously innovate.



The Hestan Commercial product line includes:

- Cooking suites
- Custom lineups
- Freestanding ranges
- Countertop units
- Range tops
- Bases
- Cookware
- Accessories
- Specialty products

Hestan Commercial Awards

- 2015, 2016 – Three Kitchen Innovations (KI) Awards for Tri-Ferrous™ French Top, Modular Salamander System and CircuFlame™ Sealed Burner
- 2016 – Two Excellence in Design (EID) Awards for Tri-Ferrous™ French Top and Modular Salamander System
- 2018 – Excellence in Design (EID) Award for the Commercial Pass-Through Convection Oven

HESTAN INNOVATION: OUTDOOR



The go-to brand for grilling enthusiasts

When Hestan's engineers and designers began sketching out what would become the first Hestan grill, their intent was not just to build a new grill, but to create an entirely new level of performance for grilling. Unveiling the Hestan Outdoor product line at the HPBExpo (Hearth, Patio & Barbeque Expo) in March 2016, the buzz was immediate, with the acclaim continuing in the form of enthusiastic reviews and features in *Food & Wine*, *Consumer Reports*, *Robb Report*, *Architectural Design*, *Hearth & Home* and *Casual Living*. From the award-winning Horizon Hood™ to the laser-cut DiamondCut™ stainless steel grates, every detail of every grill is a point of personal pride for Hestan's welders, fabricators and polishers. Available in 12 exclusive colors and built with incredible power and total control, Hestan grills are built for the grilling enthusiast who expects the best.

Thoughtfully designed and handcrafted in America

In addition to freestanding grills, Hestan Outdoor includes the following products, with every hinge, handle, grate and burner the result of countless hours of thoughtful design:

- Outdoor Living Suites
- Built-in and freestanding grills
- Grill carts
- Refrigeration
- Storage and cleanup
- Side burners
- Power burner
- Accessories

Hestan Outdoor Awards

- 2016 – VESTA Awards for both Best Gas Grill and Best in Show at the Hearth, Patio & Barbecue Expo
- 2017 – Twice VIP Award for Outdoor Grills and the Excellence in Design (EID) Gold Award for Outdoor Grills
- 2018 – Twice VIP Award for the Outdoor Living Suite and Gold Medal Best Value award by AmazingRibs.com for Outdoor Grills
- 2019 – Platinum Medal Best Value by AmazingRibs.com for Outdoor Grills and the NKBA's 30 Under 30 Award for the Outdoor Living Suite

HESTAN INNOVATION: ASPIRE BY HESTAN



Another line of backyard perfection

Following the success of Hestan Outdoor, Aspire by Hestan, the affordable luxury line of high-performance outdoor products, was launched at the Hearth, Patio & Barbeque Expo in 2017. Every Aspire grill is proudly built in California from superior-grade steel and dialed in with precision power. Incomparable features include infrared searing burner, dual halogen lighting and a robust ignition system. From the easy-lifting hood to the flip-to-clean ceramic briquettes, Hestan's engineers have fine-tuned every detail.

The American-made tradition continues

Aspire by Hestan includes:

- Built-in grills
- Grill carts
- Refrigeration
- Storage and cleanup
- Side burners
- Accessories

HESTAN INNOVATION: INDOOR

Reinventing the modern hearth

Hestan's line of durable, reliable and intelligent Indoor residential kitchen equipment and complimentary products bring new appreciation and a new level of precision to the heart of the home. Bringing discerning home chefs the same thoughtful innovation and reliable performance that reflects the genuine culinary heritage that is Hestan, the residential indoor line fulfills every whim and necessity, with products including:

- Ranges
- Rangetops
- Cooktops
- Wall ovens
- Dishwashers
- Ventilation
- Refrigeration
- Microwaves



The most thoughtful kitchen for the home

Hestan's line of indoor products descended directly from the innovative achievements of its Commercial line, featured in Michelin-starred restaurants and used by top chefs. Both aesthetic and technological elements stem directly from appliances used to craft some of the most exquisite meals in the country. A home chef can sear on the same CircuFlame™ burner powering dinner service in an exclusive NYC eatery, and

grip the same Marquise Accented™ oven handle that is opened and shut one hundred times in an upscale Napa Valley restaurant.

Hestan Indoor Awards

- 2018 – Twice VIP Award for the Pro Style Bottom Mount Refrigerator
- 2019 – Best New Products at KBIS for the Indoor Living Suite and 48" 5-Burner Dual Fuel Range by *Architectural Digest*; two TWICE VIP Awards for the 48" 5-Burner Dual Fuel Range and 24" Wine Cellar

HESTAN EXECUTIVES AND PARTNERS

Hestan's collaborative culture results in products that not only keep pace with culinary evolution but stay ahead of it. As a company, Hestan is built upon a shared love of food, innovation and technology, with its team of highly experienced culinary experts and partners delighting in every detail of cooking. Hestan's team of culinary leaders is committed to continuous innovation that promises to deliver the ultimate cooking experience to the residential sector.

Stanley K. Cheng – Founder and Chief Executive Officer



Stanley K. Cheng is founder and chief executive officer of Hestan. The iconic innovator of the Circulon™ and Anolon™ lines of cookware, which married non-stick surfaces to hard-anodized aluminum with the patented "hi-low flavor release system" used with the Circulon line, he is widely renowned as founder and CEO of Hestan's parent company Meyer Corporation.

Born and raised in Hong Kong, Cheng attended the University of Oregon, first majoring in business but ultimately choosing mechanical engineering and graduating from Oregon State University. Returning to his homeland to take over the family aluminum manufacturing plant, he transitioned the business to cookware, releasing his first line in London, England in 1972, with distribution centers following in Liverpool, England and Milwaukee, Wisconsin. In the 1980s, Cheng converted his factory to the production of non-stick cookware and in 1984 unveiled Circulon, the first line of hard-anodized, non-stick cookware on the market. In 1992, Cheng moved his family and the Meyer Corporation headquarters to Vallejo, California.

Eric Deng – Co-Founder and President

Hestan's first employee since 2013, Eric Deng is responsible for the bottom line of the entire operation in Anaheim, Calif. As president, he creates and executes all business plans related to the design, development, manufacturing, marketing, sourcing, selling and servicing of commercial, residential indoor and residential outdoor appliances, including cooking, refrigeration, cleaning, ventilation and preparation products.

With an impressive executive background at powerhouse brands such as DCS, Twin Eagles, Jade Products Company and Viking Commercial – where he led as general manager for product development, marketing, sales and service – Deng has gained a valuable understanding of the details, workload, skill set, timing, resources and investment needed for each vital role and department at Hestan. His main goals include an internationally recognized household brand of innovation and luxury and an environment that everyone respects, admires and enjoys working in. Deng holds a master's degree in mechanical engineering from Stanford University and both an MBA and bachelor's degree in mechanical and aerospace engineering from the University of California, Irvine.

Chris Moy – Senior Vice President of Engineering

As senior vice president of engineering, Chris Moy oversees the development of new products, from concept through to production, as well as product life cycle support. Managing Hestan’s engineering efforts, product testing and quality control, he is committed to supporting the continual innovation and superior quality standards befitting the Hestan brand.

Boasting experience with some of the most well-known brands in the industry, Moy has spent time as a top engineer for Jade Range, Viking Range, Capstone Turbine Corporation, Thermador and beyond. Moy resides in Monterey Park, Calif. and holds a bachelor’s degree in mechanical engineering from UCLA.

Basil E. Larkin – Vice President of Sales

Basil Larkin, vice president of sales, is responsible for the management and oversight of all Hestan product sales, as well as driving revenue for the company. In this capacity, he leads sales forecasting and budgeting, building relationships with retailers and managing distributors across North America. He also assists in product development and marketing.

Larkin’s previous tenure as vice president of sales and marketing and vice president of sales, North America, for Lynx Professional Grills and the Viking Range Corporation, respectively, have prepared him for the challenges of his current role. His main goals include raising awareness of the Hestan brand and establishing its reputation as the world’s leading appliance manufacturer and innovator. Larkin lives in Redondo Beach, California and holds a bachelor’s degree in business administration from the University of Massachusetts.

Richard D. Zirges, Sr. – Vice President of Service and Product Support

Richard D. Zirges, Sr., vice president of service and product support, oversees servicing and parts for both commercial and residential products. Assisting in the product development process, Zirges also works closely with engineers to provide quality products and solutions for customers.

With an incredible history at major name brands such as Sears, Maytag, Montgomery Ward and Viking under his belt, Zirges has spent well over a decade managing top customer service centers as well as hiring key personnel and developing workflow processes to increase production and inventory. Hailing from Rancho Cucamonga, Calif., Zirges is a member of Foodservice Consultants Society International, the American Culinary Federation and the Commercial Food Equipment Service Association.

Yvonne Juarez – Vice President of Business Operations

As vice president of business operations at Hestan, Yvonne Juarez is responsible for the management and oversight of logistics—including the safe and timely delivery of all products, vendor supplies and materials—inside sales—where she leads a team supporting Hestan’s sales distribution channels, IT, service and marketing—where she provides oversight and implements processes for operational efficiency and excellence. She is also responsible for the management of all tradeshow.

Juarez’s industry experience includes nearly a decade at Whirlpool and the Viking Range Corporation. Her dedication, attention to detail and organizational skills have helped keep the team moving forward every day, month and year since her arrival. She currently resides in Chino Hills, Calif. and holds a certificate from UCLA.

Alex Santana – Vice President of Manufacturing

In his position as Hestan’s vice president of manufacturing, Alex Santana is responsible for overseeing all aspects of production, purchasing, inventory and facility maintenance. His main goals for the award-winning brand are to remain at the forefront of quality, efficiency and delivery within a safe and respectful work environment, through the use of creativity, communication and collaborative problem-solving.

Hailing from Jade Range, where he worked as director of manufacturing and manufacturing manager, Santana has almost two decades of experience at many of the industry’s top names, including Boone International, Stanley Door Systems and Panel Concepts – all preparing him well for his role at Hestan. Santana thrives on the sense of accomplishment that comes with seeing a product through to completion and working with fellow team members on overcoming challenges and obstacles. Santana lives in Orange County, Calif. and holds a Six Sigma Green Belt Certification.

Ellen Carr – Director of Marketing

As director of marketing, Ellen Carr is endlessly dedicated to developing and delivering marketing and communications strategies for Hestan Commercial, Hestan Outdoor, Aspire by Hestan and Hestan Indoor. Her responsibilities include overseeing campaigns, online content, market and trend research, budgeting and allocation of resources, brand strategy and representing Hestan’s interests with external parties, such as media and advertising partners.

Prior to joining Hestan in 2017, Carr led marketing efforts for reputable high-end home, culinary and non-profit brands as an account supervisor at The Ramey Agency. Hailing from Madison, Mississippi, Carr holds both an MBA as well as a bachelor’s degree in marketing, both from Delta State University.

Chef Thomas Keller – Partner and Brand Ambassador

Chef Thomas Keller serves as brand ambassador for Hestan Commercial, Hestan Outdoor and Hestan Indoor. His insight and inspiration have been invaluable in the development and design of Hestan products, which are in the kitchens of some of his own spectacular restaurants, including Bouchon Yountville, Per Se, The French Laundry, The Surf Club Restaurant and La Calenda. Among his numerous honors and accolades, The French Laundry recently received the highest rating of three stars for the sixth year in a row from Michelin Guide San Francisco.

