

BIOGRAPHY

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William Bradley **Executive Chef, Addison**

William Bradley made his first foray into the culinary world as a teenager, working as a prep cook at a small Italian restaurant in Bonita, California. “I soon discovered that I loved cooking and became obsessed with the notion of expressing myself through food and the related pleasure that I could give others,” he recalls.

In his role as executive chef of Addison, the signature dining venue of the much-anticipated Grand Del Mar, Bradley conveys his persona – and culinary prowess – through a simple, yet inspired menu. The restaurant opened in September 2006, and Bradley has developed his own classic, European-influenced menu with Mediterranean touches, which, he says, delivers “explosive flavors,” along with the freshest possible local ingredients.

Describing himself as “driven not by trends, but by the history of food,” Bradley, 31, says his emphasis is on “mastering simplicity, with a keen focus on taste and technique.” In that spirit, menu highlights at Addison include entrees with intense flavor and simple, yet masterfully combined ingredients, such as: *Dover Sole with Clams, Kumquats and Watercress*; *Dry-Aged Beef Tenderloin with Morels, Spring Garlic and Port Wine*; and *Taylor Bay Scallops with Hazelnuts, Rosemary and Citrus*.

Bradley, who in addition to menu development, is in charge of all staff and day-to-day operations at Addison, was most recently executive chef of the critically acclaimed Vu restaurant at the Hyatt Regency Scottsdale Resort & Spa. During his tenure there, he garnered extensive critical acclaim and was named a candidate for the coveted James Beard “Rising Star Chef” award for three consecutive years, as well as being lauded as a “Rising Star Chef for 2006” by the *Arizona Republic*. Under Bradley’s direction, Vu was named one of *Esquire*’s “Best New Restaurants for 2005” and earned a Mobil Four-Star Award and AAA Four Diamond Award for 2006.

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Mentored by former San Diego Chef James Boyce, Bradley began his climb up the culinary ranks under the tutelage of Boyce at Azzura Point at Loews Coronado Bay Resort. He then moved to Arizona, where he spent another three years working under Boyce as a sous chef of the award-winning Mary Elaine's at The Phoenician in Scottsdale. Within their first year at Mary Elaine's, Boyce and Bradley received the Mobil Five-Star Award, the AAA Five Diamond Award and a Grand Award from *Wine Spectator*.

Bradley has parlayed his love of cooking into an extensive collection of vintage cookbooks – some dating back to the turn of the century. “I love the history of eating, and really believe to be creative, you need to have a strong sense of tradition.”

A native San Diegan, Bradley enjoys shopping for rare cookbooks and fine clothing in his spare time. He recently participated in the Annual Masters of Food & Wine event in Carmel, CA, and is a dedicated supporter of the American Liver Foundation.

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