

A decorative, white, scalloped-edged frame containing the text "The Chef Dana Experience" in a black, cursive script. A small icon of a piping bag is positioned above the letter "e" in "Experience".

The Chef Dana Experience

Celebrity Chef Dana Herbert is the owner of the multi award winning Desserts by Dana in Newark, DE. Chef Dana is highly sought after by many celebrities, actors, athletes, and political figures including **Oprah, Vice President Biden, Ice Cube, and Michael Vick** to name a few. Chef Dana is an entrepreneur, author, speaker, and spokesperson. Chef racks up numerous awards and honors being named Top Ten Cake Designers in America, many Best of Awards, participating on the James Beard Celebrity Chef Tour, and cooking at Beard House. Dana is unique in that he trained in both the culinary and pastry.

Chef Dana has attracted massive attention for his big win on TLC's hit show **Cake Boss: Next Great Baker**. Chef was also the winner of the **Rachael Ray** Celebrity Cake Off. Chef Dana has been seen on many networks including and many more. **TLC, Food Network, The Cooking Channel** and more. Chef has also been featured in **Essence, Huffington Post** and countless other national magazines and websites.



Chef Dana is...

- The winner of TLC's Cake Boss: The Next Great Baker Season 1
- An expert pastry and savory chef
- Owner of Desserts by Dana in Delaware
- Cake Designer Expert for Munaluchi Bride
- Columnist for Cuisine Noir ☑ Passionate, hardworking, relatable
- A loving husband and father

Why Chef Dana...

- Chef Dana will increase consumer attention to the brand through television, print, and online media channels
- Chef Dana is an inspiration to home cooks and professionals alike
- Chef Dana is the epitome of a passionate, strong and nurturing professional, but with a competitive edge

Chef Dana is dedicated to...

- Bringing families back to the dinner table. "It's the one place where you could find everyone"
- Encouraging cooks and foodies to be fearless in the kitchen. There is such a world as flavor.
- Inspiring everyone to follow their dreams. "Do what makes you happy and you will succeed."

Chef Dana's food is...

- Is developed from a love of food, family, and fun. "We all ate at the table together."
- Comforting, accessible and full of flavor.
- Built on simple, straightforward, sweet and savory flavors that are easy to recreate at home

Chef Dana's signature style...

- Food combinations that blur the lines of sweet and savory
- Simple recipes that are understandable for home cooks, yet intriguing to foodies and suitable for a busy life on-the-go
- Appropriate for entertaining at parties, but simple enough to be served at home

Interesting tidbits...

- His favorite chefs are Masuharu Morimoto, Gordon Ramsey, and Ewald Notter
- Chef's heritage and ethnicity is African American
- Chef Dana's favorite cookbooks are the "Professional Pastry Chef" by Bo Friberg and "Charlie Trotters" by Charlie Trotter





Dana Herbert, owner of Desserts by Dana, resides in Bear, Delaware. Chef Dana lives and breathes in the sweet and artistic world of pastry art, where flavor and color come to life in his wonderful wedding cakes, sugar sculptures, custom cakes, and tasty miniature desserts for all occasions.

Dana is a 1998 graduate of the University of Delaware (UD) with a Bachelor's degree in Hotel, Restaurant, and Institutional Management. Chef Dana continued his education at Johnson and Wales University (JWU), where he completed a second Bachelor's Degree in Culinary Arts and an additional Associates of Arts in Pastry.

Chef Dana attracted massive attention for his big win on TLC's hit show **Cake Boss: Next Great Baker**, which premiered in December 2010. He also was invited to work in Hoboken with the Cake Boss himself, Buddy Valastro and can be seen in some of the awesome episodes of **Cake Boss**. Chef Dana has also been featured on Food Networks Cake Wars and Halloween Wars, The Cooking Channel's Cake Hunters, WEtv's **Wedding Cake Wars**, and TLC's **Ultimate Cake Off**. Dana's has been seen in a number of other media outlets nationally and internationally on ABC, CBS, NBC, FOX, CN8 and more. Dana's features and recipes have been seen in numerous magazines including the Huffington Post, Essence, Fitness Magazine, Celebrity Cooking, Catering Magazine, Chef Magazine, and dozens more. In 2013, Dana was named as one of the Top Ten Cake Artist by Dessert Professional Magazine in 2013 and graced its cover in 2012.

When it comes to burning in the kitchen Dana is an expert. Dana is trained in both Culinary and Pastry Arts which makes him a double threat in any kitchen. Dana's love for blending his sweet and savory style caught the eye of James Beard which led to his invitation to join the James Beard Celebrity Chef Tour and the James Beard House. Dana has authored a book titled *The Sweet and Savory Union* is a result of his love for blurring the lines between sweet and savory. Chef also tours the country with Novo Nordisk educating people with Diabetes on how they can make their culinary creations delicious, nutritious, and sensible for a sugar free diet. Dana feels as though the key to living a long life starts with everything in moderation, and balance.

Dana and his creations are sought after by a number of celebrities. He has made cakes for some of the nations' greatest athletes and stars including Oprah Winfrey, Vice President Biden, Smokin' Joe Frazier, Ice Cube, Michael Vick, Asante Samuels, Bart Scott, Jimmy Rollins, Dick Vermeil, Tye Tribbett, Christopher Williams and jazz great, Najee.

Chef Dana is married to his wife Netesha and have three beautiful daughters, Siani, Jasmine, and Makayla.



Television Shows

Cooking Channel	Cake Hunters	2015
Food Network	Cake Wars	2015
Rachael Ray	Nate Berkus' Wedding Cake Tasting	Mar - 14
Better	Chef Dana Makes a Caramelized Banana Split	Apr - 13
Food Network	Halloween Wars	Oct - 12
TLC	Cake Boss	2011
TLC	Next Great Baker	2010
Wetv	My Fair Wedding with David Tutera	2009
TLC	Ultimate Cake Off	Oct - 08
Wetv	Wedding Cake Wars	Sep - 08



**CHEF
DANA**

Contact

**Press/Media Inquiries/Booking/
Appearances/Endorsements:
*Netesha Herbert***

**215.868.5482
netesha@dessertsbydana.com**



Articles and Videos

Cuisine Noir	Our Newest Column That's the Perfect Union of Savory and Sweet	Mar - 14
BahamasLocal.com A Meeting of the Minds & Knives	A Meeting of the Minds and Knives	Feb - 14
American Cake Decorating Magazine	The Madeleine Questionnaire	Jan/Feb -14
Tailgater Magazine	Chef Dana's Chocolate and Bacon Salted Caramel Brownies	Jan/Feb -14
Bake Magazine	Finding Growth	Jan -14
The Daily Meal	Sweet Talk with Chef Dana Herbert	Oct - 13
Bronze Magazine	An Intimate Look at Celebrity Chef Dana "Sugar Daddy" Herbert	Oct - 13
Brides Magazine	The Brides 100: Our Picks for the Best Cake Designers...	Aug/Sept -13
Tailgater Magazine	Sweet and Spicy Wings	Sep -13
Cuisine Noir	Chef Dana Herbert Builds World Largest Cake	Sep - 13
Edible Artist Network	Dana Herbert's Cake for the Cure	Aug - 13
Just Luxe	Decadent Red Velvet and Bacon Cake....	Jul - 13
Just Luxe	Fun Creamsicle Cake Recipe From Chef Dana Herber	Jul - 13
The Daily Meal	Chef Dana Herbert Is Fighting Cancer with The World's Biggest....	Jul - 13
Atelier Magazine (India)	The Icing On Top	Jul - 13
Just Luxe	Wow Friends With Chef Dana Herbert's Banana Cupcakes	Jul - 13
Just Luxe	Chef Dana Herbert Is Fighting Cancer w/ The World's Biggest Wedding Cake	Jul - 13
Celebrity Cooking	Q&A with Celebrity Baker Dana Herbert	Summer 2013
Sizzle	The Interview: Dana Herbert	Summer 2013
Cloture Club	Chocolate Chip Bacon Cookies with Chef Dana Herbert	May - 13
Food and Beverage World	Bacon and Almond Lace Cookies by Chef Dana Herbert	May - 13
Dessert Professional	Dessert Professional's Top Ten Cake Artists of N. America 2013	2013
Delaware Online	Dana Herbert set to build Fiat-sized cake	Oct - 12
Food Network	Salted Caramel Bacon Chews	Oct - 12
Farmer and the Chef	Dana Herbert	Sep - 12
WDEL	McKean HS hosts Battle of Celebrity Chefs	Sep - 12
Delaware Online	Celebrity chefs work with McKean HS students ...	Sep - 12
Delaware Today	Ubon Thai Restaurant Wilmington: A Guide To Desserts	Jul - 12
Blog Talk Radio w/ Victoria Gaither	Master Baker Dana Herbert Cooks Up Some Fun	Feb - 11
Delaware Today	A Guide to the Food and Wine Feast	Jan - 12
Live Well Network	Professional Cake Decorating At Home Deals The ...	Jan - 12
Huffington Post	Sunday Dinner With ... Dana Herbert, Cake Boss' 'Next Great Baker	Jan - 12
Small Pleasures Catering Blog	Top Catering and Wedding Trends 2012	Jan - 12
NJ.com	Cake Boss: Next Great Baker Dishes on Sweet Success	Dec - 11
The Root	4 Questions with TLC's Next Great Baker	Dec - 11
American Diabetes Wholesale	How to Enjoy Sweets During the Holidays	Dec - 11
House Logic	How to Make Gingerbread Houses Decorating Gingerbread Houses	Dec - 11
Divabetic	chef dana herbert « Divabetic® Blog	Dec - 11
Love to Know	Cake Tips	Dec - 11
Dolce Dolce	Dana Herbert is known as the Sugar Daddy	Dec - 11
Examiner	Spice up your diet with 63 calorie Gingerbread Cookies	Nov - 11
Delaware Today	Wilmington Jaycees Parade	Nov - 11

Articles and Videos *(continued)*

FOX Philadelphia	Dana Herbert Bakes Phillie Phanatic Cake	Nov - 11
Cook	A Sweet and Savory Union with Winner of TLC's ...	Nov - 11
Make It Better	Baking Tips from TLC winning Chef Dana Herbert	Nov - 11
WGNTV	Chef Dana Herbert on the WGN-TV Midday News - WGN	Oct - 11
ABC Chicago	Bake like the Cake Boss Winner of TLC's 'Cake Boss: The Next ...	Oct - 11
FOX 7 Houston	No Sugar Ghostly Cupcakes	Oct - 11
She Knows	Interview with Cake Boss Dana Herbert	Oct - 11
Delaware Online	Delaware's Realities - On TV and in Our ...	Oct - 11
Rolling Out	TLC's Next Great Baker: Chef Dana Herbert	Oct - 11
Delaware Today	Food and Drink: Way Beyond Vanilla	Sep - 11
Delaware Online TV	Anything Once: Cake decorating with Dana Herbert ...	Sep - 11
WISH TV	Dana Herbert of TLC's Next Great Baker	Jul - 11
INSTY	Next Great Baker Cooks Healthy	Jul - 11
NBC 10! Show	Wedding Cake Trends	May - 11
Delaware Today	First	May - 11
University of Rochester	Rush Rhees as - Cake! - YouTube	Apr - 11
University of Delaware	Is Career Gal the Next Great Baker? - YouTube	Apr - 11
Live Well Network	Managing Diabetes Deals The Live Well Network	Mar - 11
NJ.com	Cake Boss:Next Great Baker Dishes on Sweet Success	Dec - 11
The Root	4 Questions with TLC's Next Great Baker	Dec - 11
American Diabetes Wholesale	How to Enjoy Sweets During the Holidays	Dec - 11
House Logic	How to Make Gingerbread Houses Decorating Gingerbread Houses	Dec - 11
Divabetic	TLC's Next Great Baker: Chef Dana Herbert	Oct - 11
Love to Know	Cake Tips	Dec - 11
Dolce Dolce	Dana Herbert is known as the Sugar Daddy	Dec - 11
Examiner	Spice up your diet with 63 calorie Gingerbread Cookies	Nov - 11
Delaware Today	Wilmington Jaycees Parade	Nov - 11
FOX Philadelphia	Dana Herbert Bakes Phillie Phanatic Cake	Nov - 11
Cook	A Sweet and Savory Union with Winner of TLC's ...	Nov - 11
Newsworks WHYY	Dana, Herbert, Web, Extra - YouTube	Feb - 11
WED the magazine	WED's GREAT CAKE OFF	Feb - 11
Delaware Today	Fabulous Baker Boy	Jan - 11
Monsters and Critics	Dana Herbert Wins Next Great Baker on TLC	Jan - 11
Delaware Online	Next Great Baker" is Delaware's own Dana Herbert	Jan - 11
NBC Philadelphia	King of Cakes Wins Next Great Baker	Jan -11
Delaware Online	"Next Great Baker" talks about win, possible Delaware dessert shop	Jan - 11
Delaware Online	Will Tonight Be the Night	Jan - 11
Newsworks WHYY	Tonight Could be the Night	Jan - 11
Delaware Online	New Castle pastry chef competes in "Next Great ...	Jan - 11
Food Reference.com	Dana Herbert	Jan - 11
The Bakery Network	Dana Herbert	Dec - 10
Examiner	Cake Boss: Next Great Baker Exclusive Dana Herbert shares	Dec - 10
ABC Philadelphia	Local Chef chartering new mashups	Jun - 10
Cake Central Wedding Cake Issue	How I fell in love with the Pastry Arts	Apr - 10
UD Review	UD Alumnus Competes on TLC's Ultimate Cake Off ...	Sep - 09
UD Connection	SPOTLIGHT DANA HERBERT	2009
Delaware Today	Sushi on the Strip	Jun - 08



Sweet & Savory Photos 

