

## **TONY R. MORROW**

*Restaurateur / Executive Chef*

***“To whom much is given, much is also required”*** - Tony R. Morrow, Restaurateur and Executive Chef of *The Pecan*, Atlanta’s only south side fine dining restaurant, lives by this creed. Since opening its doors in May 2006, *The Pecan* has experienced an 85% repeat business rate and garnered critical acclaim, propelling Morrow into restaurant royalty throughout the south east regions’, competitive hospitality industry. His appeal is further enhanced by impressive business and culinary credentials as well as the flawless expression of exquisite style in the creations that grace his menu. Morrow’s loyal clientele reach far beyond Atlanta, traveling from continental and international destinations to indulge in his eloquent southern pleasures.

A native New Yorker, Morrow spent his formative years in Atlanta, giving him the sophistication of urban living tempered by the easy going nature of the south. The son of an educator, Morrow understood that knowledge is power. He earned a Bachelor’s degree in Marketing from Tuskegee University and an M.B.A. in Management from the University of South Dakota. He obtained his Master’s degree while serving as a Captain in the U.S. Air Force, supervising 125 officers.

After an honorable near 10-year military career, Morrow honed his business skills in corporate America managing for one of this country’s most notable Fortune 500 computer corporations. At 35, Morrow had achieved the American dream. But not every dream ends with a silver lining. After falling victim to corporate downsizing, Morrow found himself at a cross roads. Taking stock of his life, he decided to follow his passion for cooking instead of the false security of another corporate pursuit. Enrolling in the Art Institute of Atlanta, Morrow took the first steps towards realizing his dream. This path was not always easy and humility was an ever present teacher. From peeling potatoes, to prep cook, to executive chef, it quickly became evident that this was more than an interest-cooking was his calling. Through his tenacity, inherent talent and vision Morrow quickly excelled; earning the title of Executive Chef before completing his culinary studies and graduating cum laude from the Art Institute. His impressive resume includes tenure at some of Atlanta’s most acclaimed establishments, including Pano’s & Paul’s and several Buckhead Life Restaurant Group eateries, where he trained under the tutelage of renowned Chefs Panos Karatassos, Jr. and Hiliary White, respectively. Additionally, Morrow worked as the first Executive Chef and General Manager for Morehouse School of Medicine’s original dining cafe. After which, he took advantage of the opportunity to showcase his managerial expertise as General Manager of the Bank of America Plaza restaurant through Compass Group.

Once again Morrow found himself excelling, this time in the corporate culinary arena. However, he soon discovered that managing food services brought exceptional results for others but provided none of the gratification that had initially driven him to this path. Something was missing. Throughout his culinary education and training, a fledgling catering business had evolved. Hosting small events for friends soon became a thriving endeavor as word of mouth referrals created an overwhelming demand. Always a

businessman, Morrow again found himself at a cross roads. He could no longer justify improving the businesses of others while denying the dream that he had cultivated for so long. From this epiphany, *The Pecan*, one of Atlanta's finest dining establishments was born.

Open for just more than one year, Morrow and *The Pecan* have received numerous accolades. Morrow was recently named - one of Atlanta's Top 40 Men of Distinction and one of Atlanta's Most Influential Entrepreneurs; with *The Pecan* being featured in Atlanta Where Magazine's list of Atlanta's 30 Must Sees. Both Chef and restaurant have been featured in numerous **fine** living publications including Cultured Living, Treasures of Georgia, Georgia Restaurant Forum, Atlanta Good Life Magazine, Atlanta Business Journal and the Hudspeth Report, just to name a few. Morrow's influential patrons include former U.S. Ambassador Andrew Young; Hank and Billie Aaron; Judge Hatchett; Surgeon General Dr. David Thatcher (ret); Cornel West, Ph. D. and the family of Dr. Martin. Luther King Jr.

In addition to the *The Pecan's* impressive accomplishments, Morrow's Flavours Gourmet Catering claims many of Atlanta's political, business and entertainment elite among its clientele. Morrow was recently honored to have hosted the repast of Mrs. Coretta Scott King, attended by dignitaries from around the world.

Morrow is married and the father of one son. He is a member of Kappa Alpha Psi Fraternity and the American Culinary Federation. He also serves on the program advisory board of the Art Institute of Atlanta Culinary School and Chairs Who's Who in Black Atlanta's 1,000 Books for 1,000 Kids initiative.

For more information on *The Pecan Restaurant*, visit online at [www.ThePecanRestaurant.com](http://www.ThePecanRestaurant.com).