



EPISODE TWENTY-SIX A Recipe for Reinvention

WITH CHEF BRYAN-DAVID SCOTT

How does a KitchenAid® brand ambassador and four-time Luxury Coffee Roaster of the Year blow people's minds and tastebuds week in and week out without boring himself or his customers? America's Celebrity Coffee Chef Bryan-David Scott says the key to innovating in your field lies with two principles: being true to yourself and interrupting your routine to keep yourself surprised. That and a good cup of coffee will make epic sh*t happen.

THEMES & INSIGHTS


1. Don't be confined to doing things in a cookie-cutter way simply because they work. Rather, distinguish yourself by doing what you are passionate about in your own way.
2. Disruption entails not only pushing to the edge but also going beyond existing boundaries. Demand excellence from yourself.
3. Stay honest. Working without honesty is like flying blind and will only lead to a more difficult life.


 bryandavidscott.com


 @BDSLuxuryCoffee

 Bryan-David Scott

COMBUSTION QUOTES

 "I would like to say to anybody listening right now, especially those that are chef-owners, you've got to be yourself. What is your vision? What is your passion? I would ask them, 'Forget about what anybody else is doing. Drive down on what you love to create because that is what's going to distinguish you.'"

 "I'm not interested in doing something that's cookie-cutter. If you came to me and said, 'Well, this is how I've done it for this many years,' it's time to reinvent yourself. What are you passionate about? Drill down, do that, offer that because that is what people want."

 "I am as eccentric as it gets in the world of food and beverage. People that are close to me would even say that technically I'm a pain in the ass. So what I would rather say is that I demand excellence from myself and those that surround me, and in a way that supersedes that of your average chef. Interruption is precisely what I'm all about. Pushing food and beverage not only to the extreme edge, but even over that edge. So too extreme? Never."

RESOURCES

[BRYAN-DAVID SCOTT'S WEBSITE](#)

[BRYAN-DAVID SCOTT'S YOUTUBE CHANNEL](#)

[BRYAN-DAVID SCOTT'S INSTAGRAM PAGE](#)