

About Chef Sam Marvin

CEO, The Goat LLC ✦ CEO, Chef Sam Marvin, LLC ✦ Executive Chef & Owner, Echo & Rig Butcher & Steakhouse

Sam Marvin has always brought a unique blend of culinary classicism and a badass, take no prisoners approach to his singular style of cooking. A California boy with serious classical French training, Chef Sam is a true original who was rocking his culinary edge long before a full sleeve of tattoos was as essential to a chef as his knife bag. Back in the late '80s in L.A., in seminal restaurants like Flaming Colossus, Sam earned his stripes cooking delicious yet avant-garde cuisine that shook the foundation of the L.A. cooking scene. A veteran of LA's famed Patina, he went on to open his own restaurant in the mid-90s, Modada, a jewel box that was both white tablecloth and cutting edge. Along with his restaurants in the States, Chef Sam has also worked with Marc Meneau at L'Espérance à SaintPère-sous-Vézelay, Georges Blanc at his three-star La Mere Blanc and many other prestigious restaurants around the world, from Switzerland to Italy to Morocco to Holland.

In 2009, after several years of strategic planning, Chef Sam opened Bottega Louie in Downtown Los Angeles and once again shapeshifted the landscape of L.A. dining. An instant success from the moment it opened its doors, Bottega Louie exploded the downtown dining scene with its vibrancy and has been a runaway success ever since. Chef Sam's unprecedented formula for culinary enterprise and his knack for revitalizing sleepy neighborhoods came into play yet again when, in 2013, Chef Sam brought his culinary magic to his epic, 10,000 square foot Echo & Rig Butcher and Steakhouse at Tivoli Village in Summerlin, Las Vegas. Daring to move a destination restaurant off the Las Vegas strip, Chef Sam's knack for timing and trend was right on the money – Echo & Rig has been both a critical and popular success, and was voted Best Steakhouse 2021 in Las Vegas Weekly's Best of Vegas issue.

Chef Sam expanded his Echo & Rig brand with his wildly successful Sacramento location in the Kimpton Sawyer Hotel, and his 2023 Henderson location in The District at Green Valley Ranch. The Henderson location also replicates his beloved Butcher Shop, first opened at his original Summerlin location.

For Chef Sam, the devil is in the details. It is in the juxtaposition and balance of technique versus flavor, of cooking skill versus perfect raw ingredients, and of tradition versus creative culinary imagination that Chef Sam finds his magic. Chef Sam brings his eye for international culinary tradition, rooted in his work in some of Europe's greatest restaurants, and his culinary expertise to life in every venture he pursues, creating an unforgettable, multi-sensory dining experience. With every project he takes on, Chef Sam aims to recharge, re-invent and dare to buck culinary convention with restaurants that are alive with inspiration, vision, strategy, creativity and execution.

Chef Sam has the rare ability to create culinary and hospitality magic where it does not yet exist, and the entrepreneurial vision to put change into motion. With a unique philosophy and a foundation that focuses on the slow burn instead of overnight success, the vibrant and enthusiastic Chef Sam is well on his way to expanding his brand beyond Echo & Rig, with multiple business pursuits in the works and his sights set on creating an extraordinary culinary empire. Debuting in July, 2023, look for Passport Culinary (www.passportculinary.com), formerly known as Butcher in a Box, Chef Sam's curated quarterly subscription program that brings fresh, premium cuts of meat from farming partners around the world straight into the culinary enthusiast's home.

When Chef Sam is not busy creating in the kitchen, he enjoys spending time with his family, often splitting his days between his home base of Los Angeles and Las Vegas. With several national broadcast appearances under his belt, including Hallmark Channel's Home and Family and FYI's Late Night Chef Fight, Chef Sam has participated in (and won) a number of cooking competitions, including Food Network's Beat Bobby Flay in 2015. He also plays a major role behind the camera, with his finger on the pulse of video content creation, producing and developing exciting new food and culture content where his expertise as a Chef comes to shine.