

Chef Joseph DiPaolo,

Director of Culinary for Baking, Pinnacle Foods Inc.

Born and raised in New Jersey, Joe DiPaolo is Jersey through and through. And, like many North Jersey Italians, food is one of his greatest passions. His love of food was born at an early age from watching his grandmothers cooking in their kitchens. At the age of 13, having learned that he loved cooking and especially eating, he took a cooking class in middle school; it was there that he realized that food was going to be a huge part of his life. He worked in a bakery as a dishwasher that summer, then for the next few years he worked as a line cook in a local restaurant. One night, the kitchen manager made a strawberry soup with fresh fruit for dessert. Joe was 16 at the time, and it was at that moment that he realized he wanted to become a pastry chef.

After graduating high school, he enrolled at the Culinary Institute of America majoring in Baking and Pastry Arts. While he was at the CIA, he interned at the Ritz Carlton Amelia Island in Amelia Island Florida. Upon graduation in April 1996, he stayed in New Jersey and worked at the Hilton at Short Hills. There he prepared pastries for the Dining Room restaurant, New Jersey's only five diamond restaurant at the time. After 3 years at Short Hills, an opportunity presented itself to travel to Matsumoto, Japan to work as the pastry chef of Sweet Foods. While in Japan, he had to rework a lot of his formulas as the ingredients were so different and this is where his love of baking science was born.

After leaving Japan, he worked as a research and development pastry chef for M&M Mars chocolate company, concentrating on new products in chocolate and sugar. He then traveled to Atlanta where he worked in a private restaurant which then led to his time teaching at Le Cordon Bleu College of Culinary Arts in Tucker, Georgia. As a pastry chef instructor he obtained the title of Certified Executive Pastry Chef from the American Culinary Federation. Researching further baking science during his time teaching led him back to New Jersey to his current position as pastry Chef for Duncan Hines. In this role, he is responsible for identifying and incorporating baking trends into the business, creating gold standards for new product innovation pipeline and building consumer centric brand activities for the brand. Additionally, Joe serves as a board member of the American Pie Council, where he chairs the education committee, and helps advise the hospitality program at a local community college. In 2016 he was named by Dessert Professional Magazine as one of the Top Ten Pastry Chefs in America.