

Jamie Oliver

At only 33, Jamie Oliver is now an extremely successful and well-known chef, with his own acclaimed restaurant in the center of London. He has made nine TV series, written several books, and still does around twenty live shows a year. He doesn't have much free time any more. How did he make it big? Well, his rise to fame and fortune came early and swiftly. By the age of eight, he had already started cooking at his parents' restaurant, it was an easy way to earn a bit of pocket money! After two years in catering college, and some time spent in France, he started working in restaurants. He worked under three famous chefs in London before he was spotted by a TV producer at 21, and his life changed.

Even though he had very little experience, he had a great deal of enthusiasm for cooking, and was very natural in front of the camera. His first TV programme featured him rushing around London on his scooter buying ingredients and cooking for his friends, all to a rock and roll soundtrack. The recipes were bare and simple- they didn't involve complicated cooking techniques and used plenty of fresh ingredients and herbs. It attracted a completely new audience that previously had no interest in food programme. Jamie Oliver became an overnight success.

So what is his recipe for success? "A little bit of luck, a little bit of passion, and a little bit of knowledge!" he says.