



newchef[®]
fashion inc.



APRONS

EXCLUSIVE COLLECTION

www.newchef.com Call Toll Free: 1.800.NEWCHEF (639.2433)



INTRODUCTION

NEWCHEF Fashion, Inc. has revolutionized the culinary industry with unique, fashionable, and moderately priced uniforms. Before our inception in 1989, culinary apparel was drab and unappealing—our elegant fabrics, decorative trims and ribbons, colorful prints, and slimming “V” lines have made restaurant staff look as delectable as their food tastes. Our in-house graphics team can further enhance the apparel with custom-designed embroidery to ensure an original and unparalleled image. We create uniforms for the entire staff from Culinary, Wait Staff, Kitchen and Front of the House.

Whether you need to outfit a staff of one or one thousand, NCF has you covered. We offer specialized and tailored designs to meet the needs of all your employees from sizes small and petite to big and tall. Our manufacturing capabilities, expert knowledge, and design skills will set your staff apart from business contemporaries. Utilizing only the highest quality materials and prompt manufacturing and turnaround has always been our standard.

Starting with a single, specially designed jacket for the Toque Blanche organization, NCF has blossomed into a world-renowned culinary fashion design leader. Though we maintain over 40,000 accounts with some of the most prestigious hotels, casinos, country clubs, culinary schools, restaurants, cruise lines, and various branches of the military, we retain an entrepreneurial customer service ethic. We know our customers have made us what we are today, in turn, we produce the most efficient service at the most competitive cost.

Co-founded by a talented fashion designer and a manufacturing and merchandising expert nearly two decades ago, NCF now boasts the honor of being the official outfitter for the American Academy of Chefs (AAC). Many well-known chefs’ organizations—Chaine des Rotisseurs, World Association of Chefs Societies (WACS), Golden Toque and many Chapters of the American Culinary Federation (ACF)—have also entrusted NCF with their uniform and embroidery requirements.

Our knowledgeable customer service representatives are dedicated to making your experience as professional yet personable as possible. You will never be just an account number. We create real work wear for real working people, and we strive for the utmost efficiency and satisfaction with all our clients. You can depend on us to go well beyond all your expectations.



G. LUCIEN SALAMA
PRESIDENT, CEO



CHANTAL SALAMA
VICE PRESIDENT

*If You Look Good,
You Feel Good,
You Cook Good!*

Thank you for choosing NCF to meet all your culinary apparel needs,
Your satisfaction means everything to us!

G. LUCIEN SALAMA
PRESIDENT, CEO



| CONTACT US



Operating Hours: Monday - Friday 7:30 am - 5:00pm PST
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PRIVATE COMPANY
OF THE YEAR

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BIB APRONS

COLLECTION



New
STYLE!





New
STYLE!

NC-NORMANDY

SKU#139344

Black
100% Cotton Denim-washed

- Square neck.
- Reverse fabric ties and pockets.
- Middle chest pocket with pencil divider.
- Front divider pocket.
- Adjustable metal neck closure.



NC-MADDOX

SKU#139705

Burgandy | Ivory contrast
100% Cotton Canvas

- Patch pocket left.
- 2 lower patch pockets.
- Adjustable neck slide.
- Contrasted patch pocket.
- Neck stripe and ties.



New
STYLE!





New
STYLE!

NC-BART

SKU#138380

Olive
100% Cotton Canvas

- Criss cross back.
- Top center pocket with two dividers.
- Two separate lower pockets.
- Towel loop on left side.
- Diagonal stitching on sides for strap opening.
- Square leather on top corners.



New
STYLE!

NC-EVAN-BH

SKU#140086

Ranch tan | Copper contrast stitching
100% Cotton Canvas

- Grommets at top on both sides.
- Adjustable neck slider.
- Top left chest pocket with pen divider and contrast edge trim.
- Lower front divider pocket with squared bottom.
- Contrast neck strap and ties.
- Contrast stitching D-Ring for towel on right side of lower pocket.





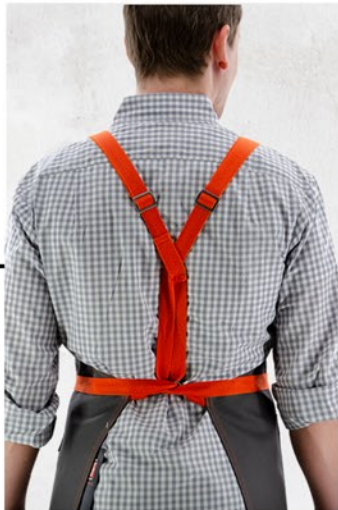
New
STYLE!

NC-STEFAN

SKU#139345

Orange
100% Cotton Canvas

- Top right side pocket.
- Two lower pockets square antique brass buckles with matching.
- Adjustable slider on each side of neck strap.
- Criss Cross ba.



New
STYLE!

NC-MADDOX

SKU#128375

Body Black
65% Ply 35% Twill

- Patch pocket left.
- 2 lower patch pockets.
- Adjustable neck slide.
- Contrasted patch pocket.
- Neck stripe and ties.



WOMEN'S

PROFESSIONAL



New
STYLE!

NC-MADDOX

SKU#140087

Railroad denim
98% Cotton 2% Spa

- One contrast patch pocket on left chest.
- 2 contrast lower patch pockets.
- Colored contrast neck strap and ties.
- Adjustable neck slider.

1.867.345.2768 | NEWCHEF.COM



New
STYLE!

NC-MADDOX

SKU#139641

Aqua | Ivory contrast
100% Cotton Canvas

- Patch pocket left.
- 2 lower patch pockets.
- Adjustable neck slide.
- Contrasted patch pocket.
- Neck stripe and ties.





New
STYLE!

NC-MADAGASCAR

SKU#134213

Indigo blue washed
100% Cotton Denim

- Top center pocket with zipper.
- Lower front divided pocket 1" pen divider on each side.
- Contrast neck strap ties.
- Choice of color stitching.
- Adjustable neck slider.





**New
STYLE!**

NC-MARIUS

SKU#130515

Indigo blue washed
Copper contrast
100% Cotton Denim

- 2 lower patch pockets only.
- Contrast neck strap and ties.
- Adjustable neck slider.

NC-PARRY

SKU#138810

Havana
100% Cotton Waxed Canvas

- 2 lower pockets.
- Chest center pocket with top angled thermometer pocket.
- Silver square hardware on neck strap with metal slider.
- Rivets at top corners ok pockets.
- Self fabric ties.

NC-EVAN-BH

SKU#139677

Brown 100%
Cotton Canvas

- Grommets at top on both sides.
- Adjustable neck slider.
- Top left chest pocket with pen divider and contrast edge trim.
- Lower front divided pocket with squared bottom.
- Contrast neck strap and ties.
- Contrast stitching.
- D-ring for towel on right side of lower pocket.





NEW



New STYLE!



NC-EVAN-BH

SKU#140119

Cotton Canvas
Natural

- Grommets at top on both sides.
- Adjustable neck slider.
- Top left chest pocket with pen divider and contrast edge trim.
- Lower front divided pocket with squared bottom.
- Contrast neck strap and ties.
- Contrast stitching.
- D-ring for towel on right side of lower pocket.



NEW



New STYLE!

NC-MARIUS

SKU#131668

Black | Black stitching contrast
65% Poly 35% Cotton

- 2 lower patch pockets only.
- Contrast neck strap and ties.
- Adjustable neck slider.





New
STYLE!

NC-MYRICK

SKU#139694

Heater Gray | Black contrast
65% Poly 35% Cotton

- Angle pockets meeting at center and bartacked at each end.
- Contrast edge trim on pockets.
- Waist band and top edge.
- Twill tape ties with edge design and brass snap on front straps.
- Criss cross back with back brass eyelets for adjustable straps.



New
STYLE!

NC-MADEIRA

SKU#136482

Black washed | Copper contrast
100% Cotton Denim

- Adjustable neck slider.
- Lower front divided pocket with 1" pen divider on each side.
- Top center pocket with 3 pen divider.
- Contrast neck strap and ties.
- Choice of color stitching.





**New
STYLE!**

NC-EVAN-BH

SKU#139674

**Dark Khaki | Rust Suede contrast
100% Cotton Duck**

- Grommets at top on both sides.
- Adjustable neck slider.
- Top left chest pocket with pen divider and contrast edge trim.
- Lower front divided pocket with squared bottom.
- Contrast neck strap and ties.
- Contrast stitching.
- D-ring for towel on right side of lower pocket.

NC-MADDOX

SKU#140088

**Navy | White contrast
100% Cotton Canvas**

- One contrast patch pocket on left chest.
- 2 contrast lower patch pockets.
- Colored contrast neck strap and ties.
- Adjustable neck slider.

NC-MADEIRA

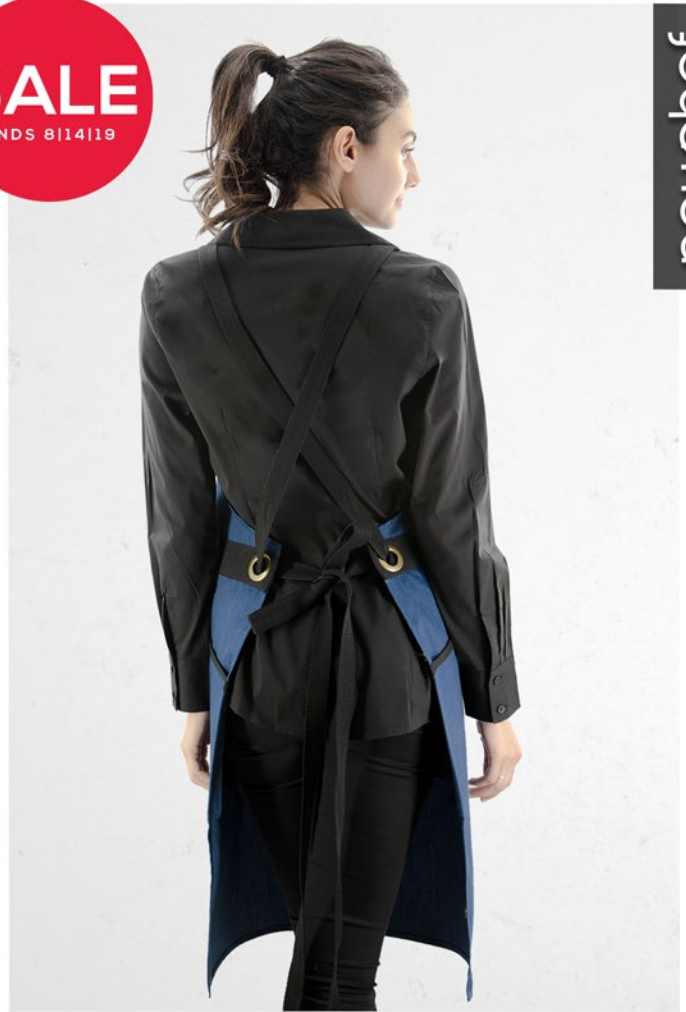
SKU#133103

**Black | White contrast
65% Ply 35% Cotton**

- Adjustable neck slider.
- Lower front divided pocket with 1" pen divider on each side.
- Top center pocket with 3 pen divider.
- Contrast neck strap and ties.
- Choice of color stitching.



SALE
ENDS 8/14/19



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New
STYLE!

NC-MYRICK

SKU#139695

Heather Blue | Black contrast
65% Poly 35% Cotton

- Angle pockets meeting at center and bartacked at each end.
- Contrast edge trim on pockets.
- Waist band and top edge.
- Twill tape ties with edge design and brass snap on front straps.
- Criss cross back with back brass eyelets for adjustable straps.



NC-PARRY

SKU#139697

Indigo Blue washed
100% Cotton Denim

- Two lower waist pockets.
- Center chest pocket with top angled thermometer pocket.
- Silver square hardware on neck strap with metal slider.
- Rivets at top corner of pockets.



New
STYLE!



New
STYLE!

NC-MARIUS

SKU#130512

Indigo washed | Copper contrast
100% Cotton Denim

- 2 lower patch pockets only.
- Contrast neck strap and ties.
- Adjustable neck slider.



New
STYLE!

NC-EVAN-BH

SKU#136483

Black | Copper contrast
100% Cotton Canvas

- Grommets at top on both sides.
- Adjustable neck slider.
- Top left chest pocket with pen divider and contrast edge trim.
- Lower front divided pocket with squared bottom.
- Contrast neck strap and ties.
- Contrast stitching.
- D-ring for towel on right side of lower pocket.



WAIST APRONS

C O L L E C T I O N



New
STYLE!

NC-AUBREY

SKU#140099

Cocoa
100% Cotton Canvas

- 3 split front pocket.
- Bronze grommets at top corners to hold ties.
- Wide belt loop at top center.
- Bronze rivets at top corners of pockets.



New
STYLE!

NC-TRENT CANVAS

SKU#140094

Khaki
100% Cotton Canvas

- 3 center divided pockets with angled corners.
- Faux pen divider stitching on each side.
- Grommet pocket reinforcement.
- Heavy duty eyelets on each end for ties.





NC-TRENT

SKU#140090

Heather Gray
65% poly 35% Cotton

- 3 center divided pockets with angled corners.
- Faux pen divider stitching on each side.
- Grommet pocket reinforcement.
- Heavy duty eyelets on each end for ties.



New
STYLE!



New
STYLE!



NC-TRENT BULL

SKU#131838

Graphite | 100% Cotton Bull Denim

- 3 center divided pockets with angled corners.
- Faux pen divider stitching on each side.
- Grommet pocket reinforcement.
- Heavy duty eyelets on each end for ties.



NC-TRENT

SKU#140091

Navy | 100% Cotton Canvas

- 3 center divided pockets with angled corners.
- Faux pen divider stitching on each side.
- Grommet pocket reinforcement.
- Heavy duty eyelets on each end for ties.



NC-TRENT

SKU#140092

Navy | 100% Cotton Canvas

- 3 center divided pockets with angled corners.
- Faux pen divider stitching on each side.
- Grommet pocket reinforcement.
- Heavy duty eyelets on each end for ties.



New
STYLE!

NC-TRENT

SKU#140089

Burgandy 100% Cotton Canvas

- 3 center divided pockets with angled corners.
- Faux pen divider stitching on each side.
- Grommet pocket reinforcement.
- Heavy duty eyelets on each end for ties.



New
STYLE!

NC-KACEY

SKU#133884

Ivory
100% Cotton Canvas

- Heavy duty braided twill strap at waist.
- Center front divided rounded pocket.
- Brass rivet accents on pocket.
- Right side towel loop with brass ring.



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NC-MALTA

SKU#140095

Sunkiss | White contrast
65% Poly 35% Cotton

- Front divided pocket.
- Right side quarter pocket.
- Twill tape ties.



NC-MADRAS

SKU#127619

Black washed
100% Cotton Denim

- Front divided pockets and ties.
- Zippered functional on top left side.
- Gold stitching.



NC-MATTHEW

SKU#135229

Black washed | Copper contrast
100% Cotton Denim

- 2 patch pockets.
- 2 1/2" top stitch at waist.
- Colored contrast ties
- Contrast stitching all around.



NC-MONTANA

SKU#132110

Indigo Blue washed | Rust Suede contrast
100% Cotton Denim

- Front divide pocket with contrast stitching ties.



NC-MATTHEW

SKU#140097

Coyote | Rust Suede contrast
100% Cotton

- 2 patch pockets.
- 2 1/2" top stitch at waist.
- Colored contrast ties
- Contrast stitching all around.



NC-MATTHEW

SKU#139575

Copper | Natural contrast
65% Poly 35% Cotton

- 2 patch pockets.
- 2 1/2" top stitch at waist.
- Colored contrast ties
- Contrast stitching all around.



NC-MATTHEW

SKU#140098

Turquoise | White contrast
100% Cotton Canvas

- 2 patch pockets.
- 2 1/2" top stitch at waist.
- Colored contrast ties
- Contrast stitching all around.



NC-TRENT

SKU#140093

Heather Blue
65% Poly 35% Cotton

- 3 center divided pockets with angled corners.
- Faux pen divider stitching on each side.
- Grommet pocket reinforcement.
- Heavy duty eyelets on each end for ties.



**New
STYLE!**

NC-KACEY

SKU#140096

**Graphite
100% Cotton Bull Denim**

- Heavy duty braided twill strap at waist.
- Center front divided rounded pocket.
- Brass rivet accents on pocket.
- Right side towel loop with brass ring.



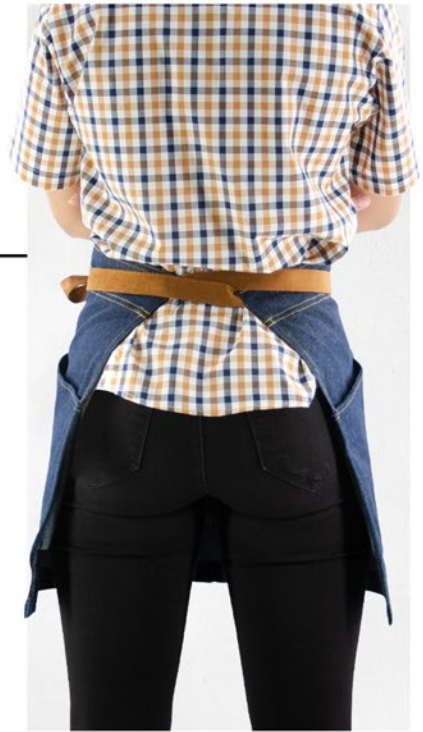
**New
STYLE!**

NC-PARSON

SKU#139347

**Indigo Blue washed
100% Cotton Denim**

- Angled pocket meeting at center.
- Contrast top stitching.
- Contrast strapping ties.





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