

# Peacock Café

A CONTEMPORARY AMERICAN RESTAURANT AND BAR

Maziar Farivar  
Co-Owner and Executive Chef



Photo by Walter Grio

Maziar Farivar is the Co-owner and Executive Chef of Peacock Café, an everyday tradition in the Georgetown lifestyle for more than 20 years. Well-known as the trendiest and friendliest restaurants and bars to enjoy an eclectic menu, Peacock Café has become a must go place to experience something that excites all senses: the vibrant ambiance, gracious service, and delectable menu all together, in the heart of Georgetown, in one place, one address.

His career really started at the very popular Nob Hill Café, a delightful 22 seat upscale French restaurant from 1982 to 1985. He then moved on as a waiter to the acclaimed landmark restaurant "Stars" (owned by Jeramiah Tower) widely considered the birthplace of the New American Cuisine with Executive Chef Mark Franz who remained one of Chef Maziar's great role models to this day.

With a strong background in the restaurant business both in the kitchen and out, he moved back to the Washington D.C. He opened Peacock Café in June 1991 with his brother Shahab Farivar: a 1200 square feet, 10-table restaurant. From the beginning,

the concept was to provide high quality food and service at a moderate price. From serving sandwiches, salads and DC's first full service juice bar, Peacock Café quickly became the most friendly place that offered something for everyone.

Within a short period, the popularity of the restaurant led to its relocation and the expansion of its menu. From a small restaurant with light fare food and fresh fruit and vegetable juices, Peacock Café became a full service restaurant offering a large selection of brunch, lunch, and dinner items.

Chef Maziar represents the heart of the kitchen, handling every step from purchasing, training, and creating new items. His overall vision has led to what Peacock Café represents today.

Peacock Café features a menu inspired by classic American cuisine with the volume turned up. Committed to supporting sustainable farming, using only the freshest, locally grown ingredients, entirely free of growth hormones and animal by-products, Chef Maziar offers a variety of dishes to satisfy every palette. His extensive Gluten Free and Vegetarian dishes as well as his Fresh Juice Bar, well-known to be the first in Washington D.C., are also a big attraction for the natural, health conscious ones. Around the clock, lunch to dinner into the night, the restaurant is not only a neighborhood gem for a who's who of Georgetown regulars but also a destination for food lovers looking for casual yet elegant dining.

Featured on TV as well as many local, national newspapers and magazines reviews, Chef Maziar has established Peacock Café as "the place to be seen and dine" in Georgetown. With its wide range of customers going from the regular student to families, business people, politicians and celebrities, Café represents today a hip and friendly restaurant where, as Washington Post's food critic Tom Sietsema puts it, customers enjoy "a lot of kisses without an attitude."

In March 2011 and 2012, Chef Maziar Farivar was invited to the renowned James Beard House and Foundation in NYC to serve an elaborate five course wine dinner in celebration of the Persian New Year. Bringing all the flavors of his childhood memories and family recipes together, Maziar began a new culinary chapter adding Persian flavors to his repertoire.

In September 2012, he was recognized nationally as one of the most prominent chefs and culinary leaders along with 90 other celebrity chefs, to become a Culinary Ambassador and a member of the American Chef Corps, part of a new Diplomatic Culinary Partnership between the State Department, its protocol office and the James Beard Foundation. The Chef Corps will be deployed to travel abroad as "chef ambassadors," cook for visiting dignitaries, speak to groups, and write to extol the virtues of American cooking and food products.

Chef Maziar's selection, as one of the "prominent chefs and culinary leaders" according

to U.S. Department of State is greatly due to his stellar performances at the James Beard Foundation dinners in celebration of Norouz in 2010 and 2012 which were so very honorably received. Consequently, he participated, as a member of the American Chef Corps in several events. The first Global Culinary Dialogue kicked off the State Department Diplomatic Partnership at the Blair's house in September 2012. Later, in August 2013, Chef Maziar was invited to attend Le Club des Chefs des Chefs gathering at D.C. Willard Hotel, regrouping international group of chefs of heads of state. It is at this exclusive event that Chef Maziar personally received his official blue jacket as a member of the State Department Chef Corps for Diplomatic Culinary Partnership with the U.S.A seal.

It is soon after that he was personally invited by the Department of State on his first mission to Italy to represent the U.S.A in the Couscous Festival. He will be representing the U.S.A in multi-nation cook off competition at the end of September 2013 in Sicily. The ancient fishing village of San Vito Lo Capo, located between the Gulf of Castellammare and the city of Trapani on the northern coast of Sicily, hosts an annual Couscous Festival each September. Among Chefs from Israel, Morocco, Egypt, France, Algeria, Tunisia and Italy, Chef Maziar will be representing the U.S.A, FOR THE FIRST TIME, to determine who indeed is the "cappo" of couscous or the best chef. [About the Festival.](#)

When asked about his participation to the diplomatic culinary event in Sicily at the end of the month Chef Maziar said: "I received my first culinary assignment a few weeks ago to represent the US in a multi-nation cook off competition at the end of September in Sicily. Needless to say I am incredibly excited and ecstatic with this opportunity and hope to bring the first prize home. This is the first year the US is participating in this annual couscous festival! My official blue State Department jacket that I've been proudly showing off lately is thanks to this official assignment, designating me a Culinary Ambassador. I look forward to making all Peacock Café's fans proud!"

You can follow Chef Maziar Farivar on Twitter @MaziarFarivar



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