

# FEMFOUNDER



VOLUME

# 3

SUMMER STYLE FOR  
WORKING MOTHERS

RELAXATION  
& TRANQUILITY

BUILDING A  
BUSINESS WITH A  
NEWBORN

INSIDE THE GLAM KITCHEN:  
SAVORING THE FLAVORS WITH  
CELEBRITY CHEF MELISSA  
EBOLI (CHEF VIA MELISSA)

THE ART OF MASTERING INVESTING

# INSIDE THE GLAM KITCHEN: SAVORING FLAVORS WITH CELEBRITY CHEF MELISSA EBOLI

Melissa Eboli, who graces the culinary world as Chef Via Melissa, weaves her expertise as a Certified Culinary Nutrition Expert (CNE) and Nutritional Chef with a genuine zest for healthy living. Her gastronomic journey is not merely about creating meals but cultivating wellness, crafting a narrative where every dish is a chapter of nourishment and delight. Stamford, CT, is home to her innovative venture, Via's Kitchen, a personal chef and catering company that not only promises clean, allergen-friendly food but also serves as a platform for education and lifestyle transformation.

Her expertise is backed by a profound mission: to educate about the value of clean eating and nutrition in a way that is accessible and enjoyable. This mission culminated in her authoring "Let's Dine IN: Healthy Recipes & Tips To Minimize Your Shopping Trips," a guide encouraging others to discover the joys and benefits of mindful cooking and dining.

Melissa's foray into the world of flavors began in college, where her quest for health led her to rework her mother's traditional Italian recipes into healthier versions. This burgeoning passion for food was nurtured alongside a career in Advertising and Marketing Communications, a duality that would eventually merge to define her professional identity.



The epiphany to embrace entrepreneurship came post-college, during the tumultuous times of the 2008 Global Financial Crisis. Yet, this challenging period inadvertently guided her to the appliance industry, where she spent nearly seven years immersed in a world of food and chefs, further fueling her culinary fire.

Adversity struck close to home in 2016 with her mother's cancer diagnosis, a turning point that brought into sharp focus the fragility of life and the urgency to pursue her passion—this pivotal moment led Melissa to leave her secure job and leap back into entrepreneurship, solidifying her expertise with certifications as a culinary nutrition expert and natural foods chef.

The launch of Via's Kitchen, though initially met with the disappointment of a low-attended first event, soon became a testament to Melissa's perseverance. Her subsequent cooking demo sold out, igniting a swift ascent in the culinary world. Over seven years, she amassed an impressive resume, with over 300 events, numerous media features, and appearances on Dr. Oz, while championing the values of healthy, sustainable living.

However, the COVID-19 pandemic, much like many in the food industry, forced a pause in her flourishing business. This interlude inspired Melissa to pivot again, channeling her creativity into the penning of a cookbook that epitomized sustainable living. It also led to extending her services to the digital realm, offering online cooking classes and wellness programs.

Post-pandemic, Melissa found herself back in the Appliance Industry in sales and culinary in a hybrid role. Unfortunately, the ever-dynamic Chef Via Melissa faced a setback with a layoff due to corporate restructuring in 2024. Yet, true to her resilient spirit, she reframed this as an opportunity, swiftly moving to revive her brand with strategic partnerships and new avenues to share her culinary philosophy.





Her renewed journey took her from a culinary training in Napa to a contract chef position in New Jersey. Collaborations with HUSH, a state-of-the-art wellness space, and Building De-Carb (BDC) have showcased her commitment to sustainability and clean eating. Additionally, her engagement with the Kitchen and Bath community and ventures like Table for 12 in Manhattan continue to spread her influence and ethos.

Melissa Eboli's story is one of determination, adaptability, and the power of a vision rooted in health and sustainability. It's a narrative that continues to evolve, demonstrating that even when faced with the sourest of lemons, one can make the sweetest, most vibrant pink lemonade. Her journey is more than a personal triumph; it's an inspiration and a blueprint for those yearning to forge their path in culinary arts and entrepreneurship.