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Kerry J. Byrne



COURTESY PHOTO BY COURTNEY RYAN

A MERCEDES MAN: Chris Coombs, the celebrated Boston chef, stars in a series of Mercedes-Benz commercials.

It's the best or nothing for chef Chris Coombs

Chris Coombs' celebrity is generating crossover marketing power, from the kitchen to major consumer brands.

The celebrated Boston chef this week taped a series of commercials for Mercedes-Benz, who followed him with cameras as he drove across the state in their vehicles to his favorite food purveyors.

"I'm a Mercedes guy. I've driven them the past few years," said Coombs yesterday, as he busily prepared a harvest dinner featuring the bounty of the Bay State he sourced along the way.

Coombs was a 23-year-old prodigy when the Boston Herald found him cooking world-class food at humble neighborhood boite dbar in Dorchester. Former Boston Herald restaurant critic Mat Schaffer delivered in 2007 the first of what's become many rave reviews.

Today, Coombs, 31, is the

FAST FOOD Kerry J. Byrne

owner of three popular eateries (dbar, Deuxave, Boston Chops) and was honored earlier this year as the state's top restaurateur by the Massachusetts Restaurant Association.

During his Mercedes-Benz sojourn, he grabbed pumpkins and squash from Ward's Berry Farm in Sharon, oysters and razor clams from Island Creek Oysters of Duxbury and bright red seasonal fruit from Georgetown Cranberry Co. on Cape Cod. Coombs even foraged for mushrooms in the Massachusetts woods.

"We want to show off just how awesome the food is here in Eastern Massachusetts," said Coombs.

Look for the commercials to air around Thanksgiving in a variety of digital and other media.

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