

THE EXCELLENCE OF ITALIAN CUISINE FOR BVLGARI HOTELS & RESORTS



Chef Niko Romito and Bulgari VP Silvio Ursini at Casadonna, Italy

STARTING THIS FALL, MICHELIN-STARRED CHEF NIKO ROMITO WILL BRING HIS IDEAL OF CONTEMPORARY ITALIAN CUISINE TO THE RESTAURANTS OF THE NEW BVLGARI HOTELS IN BEIJING, DUBAI AND SHANGHAI

Rome – 21st July 2017 - Niko Romito, one of the world's most celebrated chefs, with 3 Michelin stars for his Reale restaurant in Abruzzo, ranked 43rd among the World's 50 Best Restaurants, will curate the cuisine at the Bulgari Hotels & Resorts of Beijing, Dubai and Shanghai, scheduled to open this fall.

For Bulgari Hotels & Resorts, Romito has especially designed **a new concept** which, while preserving the fundamental philosophy of **simplicity, synthesis** and a quest for the **quintessence of flavor** which has made his restaurant famous all over the world, also contains highly original elements. The goal is to establish a **true "canon" of contemporary Italian cooking** that expresses the culture, elegance and vitality of 'Made in Italy' to the maximum.



“True flavor is an absolute value, and as such it can speak to everyone: the challenge is to distill it, export it and ensure that the world learns to recognize it”, explains the chef.

Working from Casadonna, the former monastery that houses the Reale restaurant and its laboratories, and **applying the research method that originated the other formats in his entrepreneurial system** (Spazio, Bomba and Intelligenza Nutrizionale), Romito will bring to the dining rooms of the new Bulgari hotels in Beijing, Dubai and Shanghai a menu that is the result of nearly **two years of study**.

“I imagined a cuisine which is neither that of Reale nor that of Spazio. We worked to create an anthology of ‘standards’: great classics – not just in terms of ingredients and recipes, but concepts tied to presentation and service – of our tradition, which we strove to interpret in a philologically correct but also updated way, concise and necessary, and that would be replicable without the risk of error. This is the food that I would like to eat far from home, my ‘ideal’ of Italian cooking”.

Along with the chefs who will join him on the new projects for Bulgari hôtellerie, Romito has identified **a core of dishes and gastronomic concepts in which the essence of Italian dining is synthesized, treating them with the techniques and principles that have always characterized the Reale method** – attention to lightness and structure, the pursuit of an absolute flavor, balance, pleasure. The team then elaborated **precise protocols so that the new menu can be replicated** by different kitchen crews, ensuring the same level of quality, the same language, and an equally powerful and exclusive experience in all locations, regardless of geography. With a few exceptions, the menus will be the same everywhere.

The new gastronomic approach uses **refined Italian raw materials**, made even more precious by methods that always focus on **simplicity**, as well as **humble ingredients** ennobled by technique. An ultra-pure broth to begin with, **an original antipasto that encapsulates a grand tour of all the regions of Italy**, accompanied by recodified versions of tagliatelle with ragù, veal Milanese, broken pasta with octopus and potato, preserved tuna, tiramisù – just to name a few of the dishes. **Bread is always the protagonist**, at the center of the table, a key element of Romito's philosophy and the mainstay of the food culture of Italian people. Careful attention will be given to the full spectrum of **Italian condiments and “fondi”**, like cacciatora, puttanesca, carpione, scapece, pizzaiola, putacchio, and to **tableside service**, *“those little touches like the grating of parmigiano (that timeless, familiar ritual of great Sunday lunches at the restaurant), the drizzling of raw olive oil over a minestrone, or the dripping of balsamic vinegar”.*

Romito concludes, *“The only way for people to get to know our approach to food and eating is to make them try it. Only this way can someone who lives far away acquire their own understanding of Italian taste. Food is naturally a total experience that extends well beyond what's on the plate. It's a question of atmosphere, attention, refinement and above all well-being. Whoever goes to a Bulgari hotel and dines at a Ristorante Niko Romito, whether in China or Dubai or anywhere else in the world, will leave with the feeling of having visited our country, even if they've never set foot there. This is my dream”.*



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Silvio Ursini, Executive Vice President of Bulgari, declares *"We've been closely following Niko Romito's project, and we feel that his interpretation of Italian cuisine and training of new talents are a perfect fit, and will allow us to guarantee a unique experience in our new hotels"*.

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About Bulgari Hotels & Resorts

Unique locations in harmony with the surrounding area, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm Antonio Citterio Patricia Viel and superior service are the key elements that characterize The Bulgari Hotels and Resorts collection.

For all the hotels the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.

The Bulgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bulgari, reflected in its unique design, its contemporary Italian cuisine and its lavish SPAs. It conveys the excitement of the Bulgari brand, its timeless glamour and its magnificent Italian jewelry heritage.

Having grown from a collection of three iconic hotels in Milan, London and Bali, Bulgari Hotels and Resorts will soon be enriched by the Beijing property. Three new Bulgari Hotels are due to open between 2017 and 2018 in, Dubai, Shanghai and Moscow.

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