

## **Press Kit**

Florence, Autumn 2018

### **Enoteca Pinchiorri - The perfect combination of food and wine**

- History and international reputation
- The Kitchen
- The Cellar
- Enoteca Pinchiorri today

Prizes and Awards

## History and international reputation

In the early 70s, Giorgio Pinchiorri, from Emilia, is a fine sommelier and wine lover. He meets Annie Féolde, French, from a family of hoteliers on the Côte d'Azur, in Florence to improve her Italian. It is love at first sight, Annie and Giorgio become inseparable and begin to work together.

Giorgio, initially with nine members, opens the Enoteca Nazionale, where they serve wine by the glass, soon to be accompanied by appetizers prepared by Annie.

In 1979, Giorgio buys the shares of all shareholders: Enoteca Pinchiorri is born.

The wines are becoming increasingly sophisticated and the cellar stands out as one of the richest and most complete in the world, while appetizers are transformed into real delicacies, getting high scores in all gastronomic guides.

In 1982 Enoteca is assigned the first Michelin star, one year after the second.

In 1984 Enoteca is crowned by Wine Spectator.

In 1993 comes the consecration with the third Michelin star.

In 1992, Enoteca Pinchiorri opens a restaurant in Tokyo; in 2007, in Nagoya.

In 1992 a dreadful fire, probably malicious, destroys almost the entire cellar. The fire spreads in the area that holds the bottles of the '800 and '900, destroying a collection that had no equal.

Giorgio, with the support of Annie, decides not to surrender and with courage and determination begins the reconstruction. Two days later Enoteca is open again. Six months later the cellar is reorganized; the wines which went lost were bought back, except for the unique pieces.

Fifteen days after this unfortunate event, Enoteca receives the announcement of the imminent arrival of the third Michelin star.

The excellence achieved by Enoteca Pinchiorri is a 100% Italian record, receiving recognition from the public and the most influential press, in Italy and abroad.

Fame is based on a solid reputation built over time, based on a set of factors that are:

- dishes that inimitable over the palate, tickle the mind and involve all the senses in a succession of emotions;
- a cellar Gino Veronelli defined as "immense, legendary, inimitable";
- impeccable service that puts the customer and his needs at the center of attention, allowing him to spend a unique and unforgettable moment;

- a refined setting, where every detail is taken care of: the fine china, crystal glasses, silver jugs with flowers, all combine to create a feeling of beauty and well-being;
- finally, the constant presence in the room of Giorgio and Annie, who personally welcome all customers, both the loyal regulars and new ones.

## The kitchen

A signature cuisine, initiated as an accompaniment to wine and over the years become a reference point for gourmets. Annie says: " We started with the desire to please people, to make them feel good. The kitchen is born and developed around the incredible wines that Giorgio brought to our guests. Today ours is a contemporary cuisine, focusing on respect for raw materials. We are in Florence, let's not forget our roots, Tuscan and Italian, that we adapt following the tastes of our days, with simplicity and attention to the needs of our body. All this while avoiding fashions and using a lot of creativity. "

Executive Chef Riccardo Monco, assisted by Chef de Cuisine Alessandro Della Tommasina and the entire brigade, work on conceiving the dishes and refining the recipes, which make up a very rich *carte*, well described by Annie: " Scrolling the menu, from appetizers to desserts, is a journey into a fantasy world. Dishes that, already in the name, are a celebration of good food; expression of evolved Italian cuisine, in constant and perfect balance between traditional norms and culinary experimentation. "

Riccardo explains what distinguishes the cuisine of Enoteca and his way of seeing the world of *niche* gastronomy: "At the beginning of each season - and often also in the course of the season, based on what nature offers us - we review our *carte* and propose new tasting menus; currently, we have two menus: **Contemporary** and **Discovery**. The former wants to express a contemporary tribute to Italian style, to those authentic flavors that are part of our history and that we want to enhance, thanks to the choice of local raw materials and the intelligent use of techniques. **Discovery**, as the name suggests, consist of a selection of dishes taken from the *à la carte* menu, representative of our cuisine."

Riccardo enjoys telling how the dishes Enoteca are created: "For the *pici*, for example, we use a bread dough made of wheat and yeast. This process characterizes the dough with a slight but very tasty acidity, offering the palate a new sensory experience – everything is contained within the dough and the sauce becomes an accompaniment, not an indispensable element of the dish."

## The Cellar

The history of Giorgio's cellar begins in the '70s and is based on a true passion for research and knowledge of excellent wines.

The interest, insight and ability to grasp the new trends in taste brought Giorgio to travel throughout Italy, promoting the first to many of those which today have become wines of great pride for the Italian production.

Some of the most important Italian producers select and bottle wines exclusively for him.

The many trips to France in search of the secrets of Bordeaux and Burgundy have enriched the cellar with superlative collections.

A priceless treasure, consisting of over 4000 Italian and French labels, placed with scrupulous order over the entire surface of the cellar.

Some memorable labels:

- The collection Romanée-Conti with 24 large formats dating from 1985, labeled number 1 (12 Jeroboam and 12 Mathusalem)
- Mouton Rothschild 1870
- Château d'Yquem 1896
- Château Lafite white 1959
- the 1964-1980 collection of Malvasia, by the priest-winemaker Don Augusto Pramotton in Nus, Valle d'Aosta
- bottle number 1 of Sassicaia (1968)
- Bottle number 1 of Tignanello (1971) signed by Marquis Piero Antinori
- Merlot Ornellaia 1986, which became Masseto the following year
- Screaming Eagle Cabernet Sauvignon (California) obtained after six years of waiting list
- some exclusive wines: from Cannaio di Monteverdine through the Crognole and Sodaccio (Radda in Chianti), the Ancilo and Perannie di Felsina (Castelnuovo Berardenga), the Richiari and Piantonaia di Poggio Scalette (Greve in Chianti), the Canperlaia di Argentiera (Bolgheri)

The wine bar offers a list of distillates made from a wide range of rare Armagnac, Cognac, whiskeys and rums, as well as a fine selection of spirits and *Grappe d'autore*, with the possibility of tastings paired with fine cigars, proposed in the smoking lounge.

The best thing for Giorgio Pinchiorri, in addition to cultivating his cellar with passion, is tasting the wines with his sommeliers, every day and every time he receives new bottles, even the rarest ones, in order to form and keep his team up to date. The cellar is a place full of life and action, each wine having its own perfect time to be served and one of the tasks of the sommeliers is to seize this ideal time.

## **Enoteca Pinchiorri today**

The eighteenth-century Palazzo Jacometti Ciofi hosting the restaurant Enoteca Pinchiorri is located in the Renaissance-forged via Ghibellina, a few steps from Santa Croce, in one of the most interesting and vibrant area in Florence.

The restaurant is made up of four rooms, a loggia, a private room for smokers and a court, where people dine in the warm summer evenings. Enoteca employs about forty people, from eight different nationalities living together in harmony.

The historical and conceptual perimeter of Enoteca does not end in via Ghibellina. Giorgio and Annie say: "We still have many dreams, ideas, projects to be implemented, because we are never satisfied with what we have achieved so far. We are always looking to improve, both for customers and for those who work with us. Comfort and efficiency are valued in every area: from kitchen to restrooms; from the cellar to the environment; by caring and training human relationships. We would like to increase the sensitivity and solidarity towards those in need. We so much hope that people will find some peace and serenity. "

## Prizes and Awards

- 1980 **I Ristoranti d'Italia** Guide by the magazine L'Espresso - score 16/20
- 1981 **I Ristoranti d'Italia** Guide by L'Espresso - score 18/20
- 1982 **Michelin Guide to Italy** - 1 star
- 1983 Enoteca Pinchiorri becomes part of **Relais & Châteaux** collection and partner of **Traditions et Qualité** (today **Les Grands Tables du Monde**)
- 1983 **Michelin Guide to Italy** - 2 stars
- 1984 **I Ristoranti d'Italia** Guide by L'Espresso - score 19.5 / 20
- 1984/2018 **Wine Spectator - Restaurant Wine List Grand Award**, the highest recognition by the authoritative American magazine
- 1986 Medal of Honor "**Knight of the Order of Merit of the Italian Republic**" to Giorgio Pinchiorri
- 1987 **Personnalité de l'Année, Distinction Internationale**, Paris, to Annie Féolde
- 1992 **Pirelli Guide** - first Italian restaurant (result obtained by the sum of the scores of seven Italian guides)
- 1993/1994 **Michelin Guide to Italy** - 3 stars
- 1994 **International Award Catherine de 'Medici** to Annie Féolde
- 1994 **Silver Pinone** Award, Pavullo (Modena), to Giorgio Pinchiorri
- 1995/2003 **Michelin Guide to Italy** - 2 stars
- 1997 **Giorgio Fini** Award - City of Modena, to Giorgio Pinchiorri
- 2000 **Grand prix du Prestige Européen** to Annie Féolde and Giorgio Pinchiorri by the *Conseil Européen de la Gastronomie, de la viticulture et du tourisme*
- 2001 **Piazza de 'Chavoli** International Food and Wine Award to Annie Féolde
- 2002 **A.I.S. Tuscany Award** (Italian Sommelier Association) Versilia 2002 to Giorgio Pinchiorri
- 2003 **Five Star Diamond Award** from the American Academy of Hospitality Sciences to Annie Féolde and Enoteca Pinchiorri
- 2004/2019 **Michelin Guide to Italy** - 3 stars
- 2004 **Fiorino d'Oro**, the highest award of the city of Florence, to Giorgio Pinchiorri and Annie Féolde for promoting haute cuisine in the world
- 2004 **Cru Uomo** Award by Luca Maroni to Giorgio Pinchiorri for his contribution to raising the quality of the wine sector
- 2006 **Chevalier de l'Ordre National du Mérite** Medal of Honor of the French Republic to Annie Féolde

- 2008 **Woman of the Year Trophy 2008** by Relais & Châteaux to Annie Féolde
- 2008 **Premio Firenze Donna** to Annie Féolde
- 2012 **Diploma Honoris Causa** from the *Institut de Tourisme et d'Hotellerie du Quebec* to Annie Féolde "in recognition of outstanding contributions in the world of gastronomy"
- 2012 **Firenze Produttiva** award from the Chamber of Commerce of Florence
- 2012 **Five Star Diamond Award** from the American Academy of Hospitality Sciences to Annie Féolde and Enoteca Pinchiorri
- 2013 **Antica Compagnia del Paiolo** Award delivered by the Academy of Italian Cooking
- 2013 **Fiorino Solidale** awarded by the City of Florence to Enoteca Pinchiorri for the distinctive social commitment
- 2013 **A.I.S. Tuscany Award** (Italian Sommelier Association) to Giorgio Pinchiorri for his business's 40 years
- 2015 **5th Italian Cuisine in the World Forum** award, for the prestige given to Italian cuisine in the world
- 2015 **Six Star Diamond Award** from the American Academy of Hospitality Sciences to Annie Féolde and Enoteca Pinchiorri
- 2016 **Chevalier de la Légion d'Honneur** – the highest honorary tribute of the French Republic to Annie Féolde
- 2016 **Guida Ristoranti d'Italia del Gambero Rosso** – 3 Forchette
- 2017 **Chevalier de l'Ordre des Coteaux de Champagne** to Annie Féolde
- 2018 **Maestro d'Arti e Mestieri** award in recognition of Annie Féolde's entrepreneurship and hospitality skills
- 2018 **Prix M. Chapoutier au Meilleur Sommelier de restaurant au monde** to Giorgio Pinchiorri