



PIETRO PARISI

ITALIAN EXECUTIVE & PRIVATE CHEF

25+ YEARS INTERNATIONAL EXPERIENCE

LUXURY HOSPITALITY & UHNW SERVICE

ITALIAN & MEDITERRANEAN CUISINE

CULINARY DIRECTION & CONSULTING

A chef for clients who expect identity, discretion, precision
and an authentic sense of hospitality.

POSITIONING

International leadership. Private service mindset.

Pietro Parisi is an Italian Executive Chef, Private Chef and Culinary Consultant with more than two decades of international experience across luxury hospitality, fine dining, private households, destination restaurants and culinary projects. Known as 'The Farmer Chef', he combines classical haute-cuisine discipline with contemporary Italian identity, Mediterranean principles, seasonality, biodiversity, responsible sourcing and low-waste thinking.

CORE VALUE

- Executive kitchen leadership, brigade building, training and performance management.
- Bespoke private dining built around discretion, personal preferences and flexibility.
- Menu and concept development, food cost, purchasing, inventory and supplier strategy.
- High-profile hospitality, VIP service, luxury events and public-facing representation.
- International adaptability across Europe, the Middle East, Australia and beyond.



2022 - PRESENT

Recent leadership & resort experience

EXECUTIVE CHEF / CULINARY DIRECTOR Tenuta Contessa Farm Resort & Spa

ResetGroup / UNAltaItalianHospitality | Lattarico, Cosenza | 2022 - Present

- Leads the culinary direction of the resort across restaurant, events and hospitality operations.
- Develops seasonal Calabria- and Mediterranean-led menus with local producers and a farm-to-table philosophy.
- Oversees kitchen organization, team development, purchasing, food cost, quality standards and guest experience.
- Builds the gastronomic identity around simplicity, biodiversity, responsible sourcing and contemporary technique.



CULINARY CONSULTANT Palazzo Gentilcore 4* Superior

Pancrazio Locanda Cilentana | Castellabate, Salerno | 2022 - 2024

- Directed the culinary identity of the boutique hotel restaurant in the Cilento area.
- Created a contemporary expression of Cilento and Mediterranean cuisine based on territorial products and true seasonality.
- Supported menu development, kitchen standards, team organization and upscale hospitality positioning.

SELECTED CAREER

From haute cuisine to international leadership



PRIVATE & EXECUTIVE CHEF

Discreet service for principals & families

MUSCAT, OMAN | 2013 - 2014

Private & Executive Chef for a private company / Al Zawawi family. Prepared fresh daily meals and hosted dining for family members and guests; created Italian menus, trained kitchen staff and managed purchasing to quality and budget requirements.

PRIVATE SERVICE STRENGTHS

- Tailored daily menus and guest entertaining
- Discretion, confidentiality and cultural sensitivity
- Healthy Mediterranean and Italian cooking
- Premium sourcing, purchasing and pantry standards
- Staff training and consistent household execution
- Travelling and multi-residence adaptability



THE FARMER CHEF

Technique in service of the ingredient

The cooking starts with the producer. Seasonal ingredients, regional traditions and overlooked parts of the product are approached with classical and modern technique to create food that is elegant, emotionally resonant and responsible. Unnecessary complexity is replaced by clarity of flavour, strong provenance and minimal waste.

PRINCIPLES

- True seasonality
- Direct producer relationships
- Biodiversity and territorial identity
- Whole-product cooking and waste reduction
- Recognisable flavours with contemporary precision



"I do not cook to hide the ingredient. I cook to tell its story."

Italian identity, contemporary precision





From daily dining to special occasions

A private household requires more than restaurant technique. The service must move naturally between healthy daily meals, relaxed family dining, elegant entertaining and formal VIP dinners - always with consistency, timing and discretion.

DAILY FAMILY DINING

VIP DINNERS

WELLNESS MENUS

PRIVATE EVENTS

TRAVEL SERVICE

SELECTED RECOGNITION

A public profile built on consistency and values

2015

100 ITALIAN EXCELLENCES

Recognition received at Palazzo Montecitorio, Italian Chamber of Deputies, following selection among figures and organizations representing Made in Italy.

2016

HUMAN RIGHTS WITNESSES AWARD

Recognition for food ethics, enhancement of the land and commitment to sustainable and accessible cuisine.

2017

STREET FOOD BY CHEF - GAMBERO ROSSO

Award for the Boccaccielli project combining Campanian tradition, technique, creativity and recovery of agricultural surpluses.

2017

AMBASSADOR OF THE MEDITERRANEAN DIET

Appointment connected with protection of gastronomic memory, sustainable eating and traditional knowledge.

MEDIA & PUBLIC REPRESENTATION

National media appearances, culinary diplomacy, institutional events, public talks and international promotion of Italian food culture, sustainability and the Mediterranean identity.

SELECTED MILESTONES

Trust, visibility & cultural credibility

- Prepared food for heads of state, dignitaries and high-profile institutional guests, including Italian President Sergio Mattarella.
- International culinary promotion through Italian cultural and institutional networks.
- RAI television culinary expert and contributor on Mediterranean diet, responsible cooking and food culture.
- Author of culinary publishing projects focused on wellbeing, sustainability, farmers and regional food culture.
- Comfortable representing a household, hospitality brand or institution in public-facing settings.



Professional visibility adds value only when it is matched by discretion, reliability and respect for the client.

INTERNATIONAL AVAILABILITY

Where this profile creates the most value

PRIVATE CHEF

International family, principal or UHNW household requiring personalised daily service.

EXECUTIVE PRIVATE CHEF

Large private estate, palace or residence with culinary team and formal entertaining.

EXECUTIVE CHEF

Luxury hotel, resort, premium restaurant or hospitality group requiring culinary leadership.

CULINARY DIRECTOR

Multi-outlet, pre-opening or repositioning project requiring concept, standards and team development.

CHEF CONSULTANT

Italian / Mediterranean concepts, menu engineering, training, sourcing and operational optimisation.

TRAVELLING CHEF

Rotational or multi-residence assignments with international travel and adaptable service.



PIETRO PARISI

ITALIAN EXECUTIVE & PRIVATE CHEF

BASED IN

Italy

AVAILABLE FOR

International relocation & travel

FOCUS MARKETS

Saudi Arabia | UAE | Qatar | GCC | Worldwide

Available for confidential UHNW, VVIP, royal household, luxury hospitality and international consulting opportunities.

Italian cuisine as cultural diplomacy

SELECTED INTERNATIONAL ACTIVITIES WITH ITALIAN CULTURAL INSTITUTES & PUBLIC INSTITUTIONS



SEOUL, SOUTH KOREA | 2024

- Selected by the Italian Cultural Institute in Seoul for the IX Week of Italian Cuisine in the World.
- Slow Food Korea Festival in Yeosu: dishes based on legumes, local culinary heritage and preservation of traditional food culture.
- Seminar & cooking show at High Street Italia on Biodiversity and Nutrition in the Mediterranean Diet.
- Masterclasses for hospitality students at Sejong University and Kyung Hee University.

JAKARTA, INDONESIA | 2018

- Special guest in activities promoted with the Embassy of Italy and the Italian Cultural Institute in Jakarta.
- Italian charity dinner for approximately 200 guests, supporting fundraising for a hospital ship serving remote areas of Indonesia.
- Educational pizza workshop for children and promotion of Italian culinary culture during the international mission.

STOCKHOLM, SWEDEN | 2019

Italian Cultural Institute event "La cucina del riuso - Zero-Waste Cooking": talk on sustainability followed by a buffet prepared according to reuse and anti-waste principles.

VALLETTA, MALTA | 2015

Presentation of "Un cuoco contadino" and tasting at the Italian Cultural Institute, within activities promoting EXPO Milano 2015 and in collaboration with the Accademia Italiana della Cucina.

CAIRO, EGYPT | 2019

Intercultural Mediterranean Diet training and culinary-diplomacy programme linking Italy, Egypt and China, developed with the University of Salerno, the Italian Cultural Institute in Cairo and local institutional partners.



MUSCAT, OMAN | PRIVATE SERVICE + RESTAURANT CONSULTING

From a private dinner to three Italian concepts

The relationship with the Al Zawawi family began after Sheikh Saleem Q. Al Zawawi invited Pietro Parisi to Muscat for a private birthday dinner. The assignment developed into a broader culinary consultancy to set up and guide three Italian restaurant operations in Muscat, while Parisi continued to travel between Italy and Oman.

CONSULTING & FORMAT DEVELOPMENT

- Culinary concept and positioning for authentic Italian restaurant formats.
- Menu creation rooted in Italian products, Mediterranean identity and regional authenticity.
- Kitchen standards, brigade training and transfer of recipes and service expectations.
- Product sourcing strategy, including key Italian ingredients and quality controls.
- Operational support for openings and ongoing restaurant performance in Muscat.
- Parallel private-family dining requiring discretion, flexibility and personalised service.

DOCUMENTED BUSINESS IMPACT

Italian hospitality trade press described the project as a consultancy for three major hotel restaurants in Muscat. Industry coverage also reported that one of the openings was the Italian restaurant O Sole Mio, and highlighted the objective of delivering uncompromising Italian cuisine in the Omani market.

Selected sources: Ristoranti Web (2014); Scatti di Gusto (2014); Comunita Radiotelevisiva ItaloFona; additional Italian press coverage.

Independent endorsements of expertise & character

Selected professional references confirm Pietro Parisi's international culinary credibility, leadership, composure, training ability, contemporary Italian identity and commitment to seasonality and sustainable sourcing.

ITALIAN CULTURAL INSTITUTE - SEOUL

Strong recommendation highlighting international experience, traditional and contemporary cuisine, seasonality, sustainable sourcing and successful cultural events.

CULINARIA MODERNA - JAKARTA

Describes Pietro as highly professional, calm under pressure, a strong leader, capable of five-star cooking and experienced in major and private events.

UNIVERSITY OF SALERNO

Recognises Pietro as Executive Chef of an intercultural Mediterranean Diet programme with international institutional and press visibility.

PRIVATE HOUSEHOLD / AL ZAWAWI - MUSCAT

Private-service evidence highlights fresh, healthy and imaginative cooking, professional purchasing, Italian menu development and careful staff training; the Oman assignment also expanded into restaurant-format consulting.

ORIGINAL SIGNED REFERENCE LETTERS FOLLOW ON THE NEXT PAGES

Kept in their original format to preserve institutional letterheads, signatures and authenticity.

Recommendation Letter:



LETTER OF RECOMMENDATION

To whom it may concern:

It's my absolute pleasure to recommend Pietro Parisi, owner and chef of the Restaurant "Era ora".

He has worked for the worldwide international chefs Ducasse and Marchesi and after a number of prestigious experiences in Italy, France, Switzerland and in Burj al-Arab hotel in the United Arab Emirates, in 2005 he founded at the Campania region his own restaurant, "Era Ora".

Along with his undeniable talent, I highly admire Chef Pietro Parisi for creating traditional and contemporary cuisine at the same time, based on products with zero carbon footprint respecting the seasonality and process of the alimentation.

Also he participated at a mission to Kenya as Unicef Ambassador of the Mediterranean Diet in the World and at his restaurant, he provides a solidarity kitchen that every day sets aside a small sum for Unicef.

Although, he received at the Chamber of Deputies the Witnesses of Human Rights Award from Lunid (Libera Università dei Diritti Umani) as a supporter of an "ethical and sustainable cuisine" for all.

Sede di SEOUL: 3FL Hshin Building 98 Hannam-daero, Yongsan-gu SEOUL 04418, Repubblica di Corea
Tel. (+82)-2-796-0631 Fax. (+82)-2-798-2061 e-mail: liceoul@esteri.it



Furthermore, having invited the chef Pietro Parisi as a special guest in Jakarta (Indonesia) at the Italian Cultural Institute in 2018 as part of the Italian Cuisine in the World Week, I can say that the culinary and food and wine events organized with him have received considerable success with the public thanks to his skill and the high experience and competence gained in an international context.

To conclude, I would like to restate my strong recommendation for Pietro Parisi. If you have any further questions regarding this letter, please do not hesitate to contact me using the information on this letterhead.

Seoul, 22 November 2021



Regards,

Michela Linda Magri

Director

Italian Cultural Institute in Seoul

culinaria
MODENA

Jln. Prof. Dr. Satrio C-4 No. 13, Jakarta. 12590
• T. +62.21.29.969.598 • F. +62.21.2996.9583
culinaria@modena.co.id • www.modena.co.id

Jakarta, 27 May 2022

R.E. Pietro Parisi

To whom it may concern,

I have known Mr Pietro Parisi for the past one year. He has been employed as our corporate chef.

I believe his to be of strong character and when it comes to performing his duties, his professionalism is impeccable. He has never folded under pressure even when preparing for big events and private events. He is also preparing food for our directors and coaching the cooking class.

Mr Pietro Parisi continues to demonstrate strong leadership qualities and his cooking is in the realms of a five stars restaurant.

I strongly encourage him to live his destiny.

If there any questions of his character please feel free to contact me.

Best Regards,



Refina Vellyasari



UNIVERSITÀ DEGLI STUDI SALERNO

Dipartimento di Scienze Umane, Filosofiche e della Formazione

To Whom It May Concern

Fisciano, 23/11/21

The Department of Human Philosophical Sciences and Education - University of Salerno, in my person Prof. Ruggero Andrisano Ruggieri - and the chef Pietro Parisi have started a fruitful collaboration in recent years. We have received funding from the Campania Region Local Government for the realizing of a chef-training course called the Campanian Peasant Cook (Cuoco Contadino Campano) that has the Mediterranean Diet as its basis.

This program has generated interest on the part of some stakeholders to the point that the project has taken an associative form also in the birth of a portal called www.ilcuococampano.it and Facebook and Instagram pages were created as well.

The unexpected success of the program has had international resonance. The Italian Cultural Institute and the Chinese Cultural Institute in Cairo, under the guidance of their respective Embassies, invited us for a culinary event the "Taste of Sunshine", placed in l'Hotel Flamenco, Zamalek, Cairo from the 26th to 31 January 2019.

Pietro Parisi was the Executive Chef in this intercultural program on The Silk Road. The international and national press has given prominence to the initiative on newspapers and on television broadcasters.

Sincerely,

Prof. Ruggero Andrisano Ruggieri
Scientific Director of the Course
Il Cuoco Contadino Campano

Via Giovanni Paolo II, nr. 132, 84084 Fisciano (Sa) - Italy
tel +39 089 962323 fax + 39 089 962442
Email ruggieri@unisa.it