



FEDERICO PENZO

Beverage experiences designed
as cultural, sensorial and narrative systems.

www.federicopenzo.com





FEDERICO PENZO

Beverage Experience Design
Concept · Narrative · Ritual

Growing up in a small town close to Venice, my approach to beverage design has been shaped by a strong connection to heritage, craftsmanship and sensory culture.

Over the years I refined a vision of hospitality where drinks are conceived as cultural and narrative tools rather than isolated recipes.

My work focuses on designing beverage experiences as complete systems, where flavor, visual language, materiality, scent and ritual are aligned with the identity of the place and its culinary philosophy.



EVOLUTION



Early collaborations with leading figures in contemporary mixology shaped my technical foundation and taught me to approach drinks without stylistic limits, focusing instead on balance, precision and intent.



Joining EDITION Hotels marked a shift from individual execution to system design — developing beverage concepts that integrate identity, operations, cost control and guest experience.



Today my practice focuses on building complete beverage ecosystems and transferring knowledge through structured programs, strong concepts and long-term consultancy.

DESIGNING THE BEVERAGE IDENTITY

Shangri La Hotel - Novelè - New Delhi

SCOPE OF WORK

Full Beverage Experience

Concept - Menu - Storytelling - Glassware Design - Bar Architecture



A full consultancy in collaboration with Luca Cinalli for the most famous luxury hotel in New Delhi – Shangri-La Eros. The menu was crafted with local ingredients and spirits which was a trendsetter for all opening venues in the area later on. Paying homage to Indian patrimony each of the glassware was custom made by local artists.

ARCHETYPES MENU

The Bodrum EDITION - Brava By Diego Munoz - Turkey

SCOPE OF WORK

Full Beverage Experience
Concept - Menu - Storytelling

50
BEST Discovery

Inspired by Psychiatrist Carl Gustav Jung, "father" of the Archetypes a.k.a. our primitive subconscious types, this menu serves as a perfect tool to initiate deep conversations and link meaningful connections with the guest. Every drink represents a profile to the related Archetype with its taste, presentation & flavor.

The menu design consists of bespoke play cards and a "wheel of luck", where you will challenge the fate to choose your drink to encourage interaction and create lasting memories.



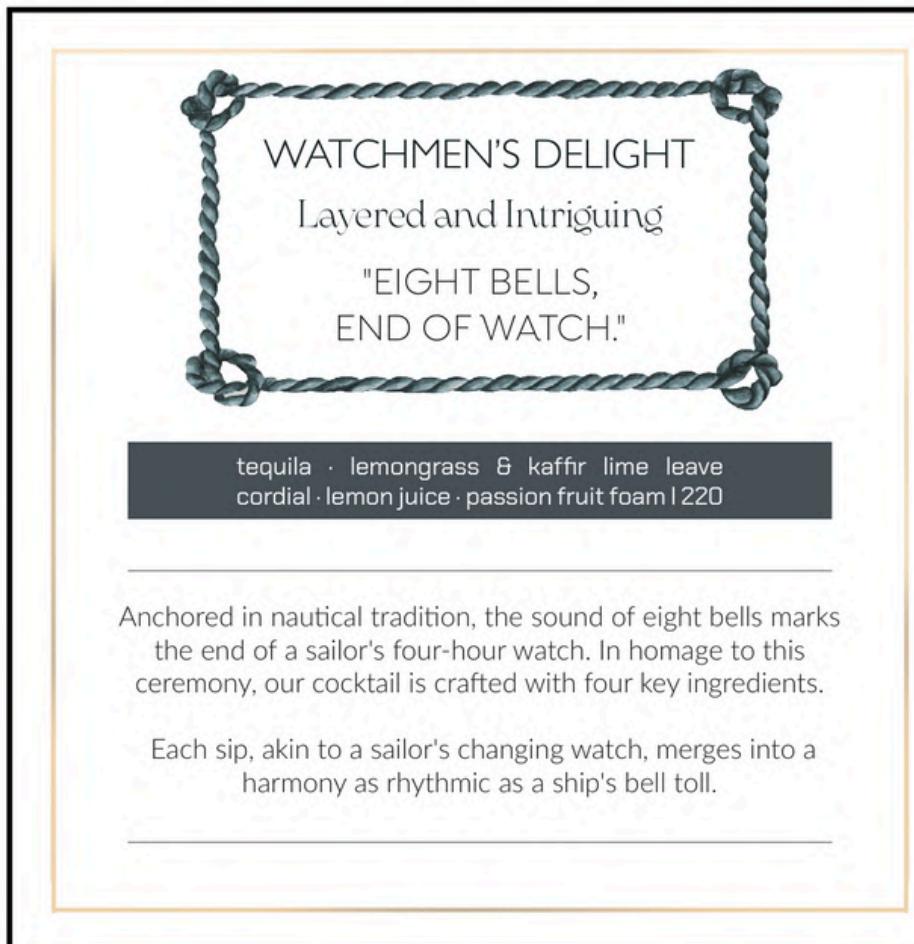
MARITIME TRADITIONS

Laguna, A Luxury Collection Hotel - Arwana Restaurant - Bali

SCOPE OF WORK

Full Beverage Experience

Concept - Menu - Storytelling



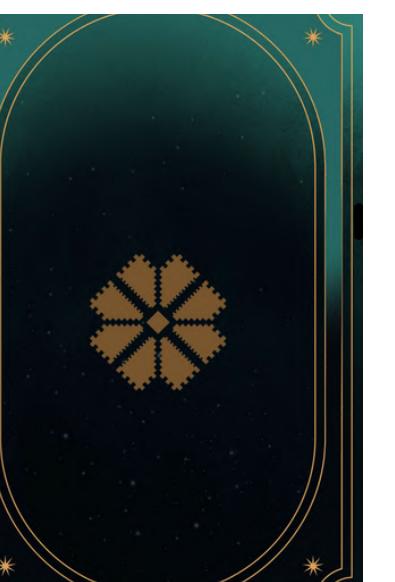
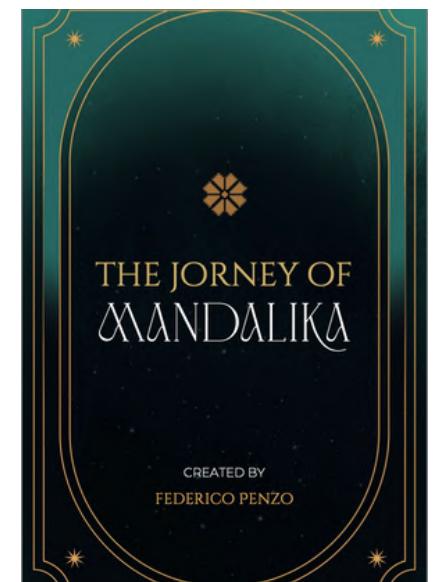
Matching the Yacht's interior design style of the restaurant, we deeply dived into the colors, palettes, lights game and shapes for the Cocktails menu. It mirrors the flow of a day at sea, echoing Arwana's (Hotel's Signature Restaurant) seamless transition from day into night.



FULL PRE-OPENING

Sira, A luxury Collection - Four Bar Concepts - Indonesia

Four distinct bar concepts developed for the pre-opening, including The Journey of Princess Mandalika, a bespoke tarot-inspired menu."



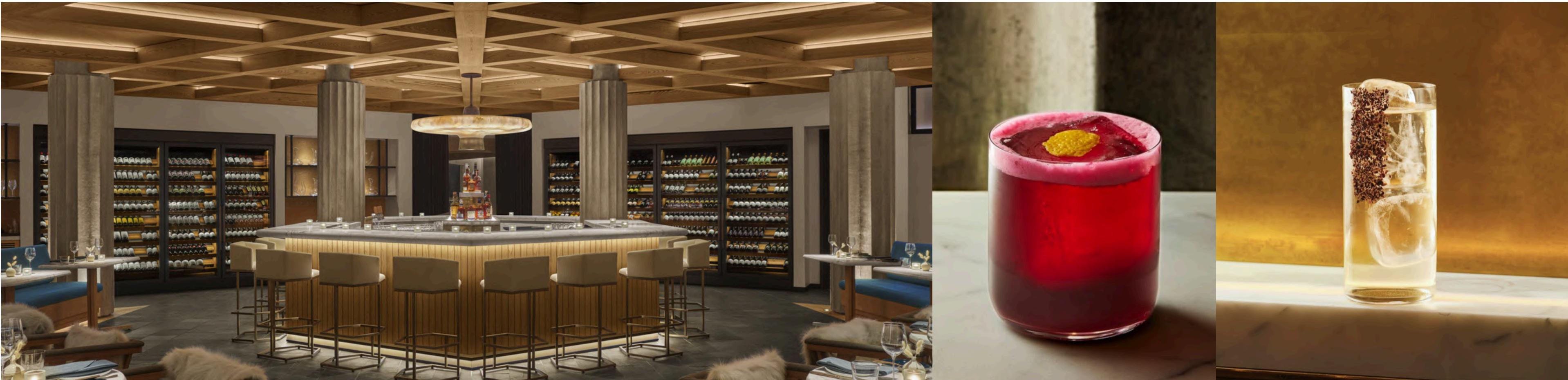
ICELANDIC HERBS

The Reykjavik EDITION - Tides - Iceland

SCOPE OF WORK

Full Sustainable Beverage Experience

Concept - Menu - Storytelling



A menu crafted to complement the exquisite dishes of Michelin Star Chef Gunnar Karl Gíslason, the visionary behind the renowned restaurant, Dill. Central to this experience is introducing guests to the distinctive flavors of Iceland, derived primarily from rare plants exclusive to the region.

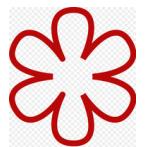
SCENTS INSPIRED BEVERAGE EXPERIENCE

EDITION HOTELS - Kitchen OD Urla - Turkey

SCOPE OF WORK

Full Beverage Experience

Concept - Menu - Storytelling



A beverage concept developed around olfactory memory, using custom-made fragrances as an integral part of the guest experience.

Scents were designed to evoke local landscapes and emotional recall, transforming smell into a narrative and functional component of the menu.

Partnership with Michelin Starred chef Osman Sezener.

The restaurant was awarded also Michelin Star in 2023 during my beverage consultancy.





FULL PRE-OPENING

The Lake of Como EDITION - Lake of Como - Italy

Three distinct bar concepts and menus were created for the pre-opening of The Lake of Como EDITION, aligning with Michelin-starred Chef Mauro Colagreco's philosophy.

TEXTILE MENU

The Bodrum EDITION - Brava - Bodrum

SCOPE OF WORK

Full Beverage Experience

Concept - Menu - Storytelling



One of the oldest form of art – fabric is more than a primal object needed for survival. The touch of a fabric suggests wealth (silk), formality (damask), or informality (burlap). Fabrics' feelings (when you touch them) even modify our perceived sense of taste.

This textile menu was crafted by connecting the main features of the different fabrics with the drinks' flavor profiles.

CIRCOLO SPORTIVO

The Ritz Carlton Grand Cayman - Andiamo Restaurant - Cayman Islands

SCOPE OF WORK

Full Beverage Experience

Concept - Menu - Storytelling



Drinks menu development, concept and signature rituals for this massive property.

Inspired by the Italian Circolo Sportivo, the cocktail menu celebrates conviviality and aperitivo culture, featuring house-made limoncellos, a Sgroppino ritual, and exclusively Italian-imported products for both bar and kitchen.

DESERT MIRAGE

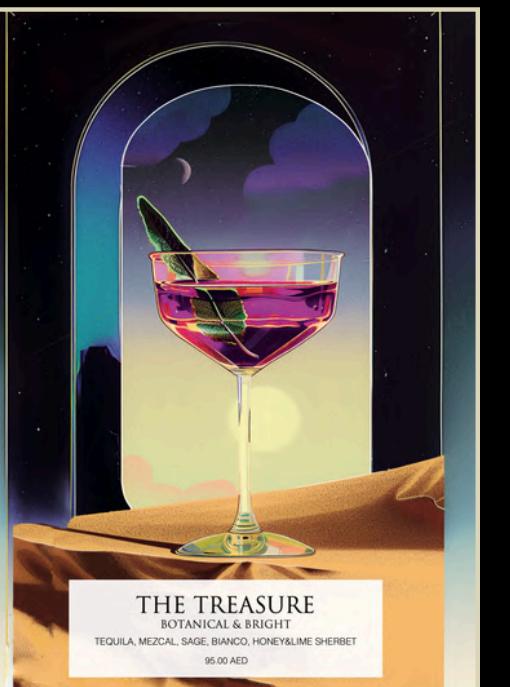
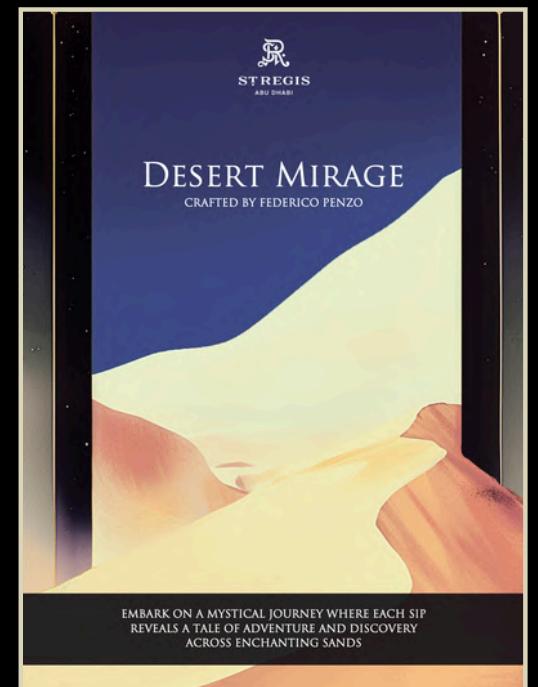
St Regis Abu Dhabi - St Regis Bar - Abu Dhabi

SCOPE OF WORK

Full Beverage Experience

Concept - Menu - Storytelling

An imaginary mystic journey of an invented character named Wava through the dunes of Abu Dhabi's desert, where this environment symbolizes transformation and challenge. Each drink will represent a different stage of human beings' life path.



FRAGMENTS OF A JAPANESE SUMMER

The Ritz Carlton Istanbul - NOBU Istanbul - Turkey

SCOPE OF WORK

Full Beverage Experience

Concept - Menu - Storytelling

For the NOBU Istanbul cocktail menu, we explored the ancient Kintsugi Japanese tradition building a narrative around beauty once broken—ceramic, memory, or moment—now carefully gathered and reassembled through golden flavor.



NO ALCOHOL BEVERAGE EXPERIENCE

St Regis Riyadh - Four Bars - Riyadh

SCOPE OF WORK

Pre-opening

Concept - Menu - Storytelling

Drawing inspiration from the deep historical facets of the VIA Riyadh area, St Regis Riyadh showcases exceptional artworks and installations by renowned international artists. For this collaboration, I crafted an exclusive non-alcoholic ritual inspired by the Bloody Mary archetype, translating tradition, space and narrative into four distinct bar identities.



REGAL MARY

Infused with a symphony of indigenous flavors, the 'Regal Mary' serves as a testament to the rich cultural heritage and refined present of St. Regis. Paying tribute to the grandeur of the Saudi Arabian monarchy, this cocktail distills sophistication and regality into each sip. Meticulously crafted, our rendition honors the classic while infusing local flavors and only the finest ingredients.

Ingredients:

- Organic Tomato Juice (120 ml)
- Bay leaves Salt (a pinch)
- Black lime essence (10ml)
- Citrus Extract (20ml)
- Coriander & Cardamom cordial (10 ml)
- Riyadh Bloody Mix (50 ml)

Garnish:

- Zig-zag Gut Leaf
- Roasted Cherry Tomatoes
- Sumac powder

Riyadh Bloody Mix:

Our Riyadh Bloody Mix is the heart and soul of the Regal Mary. While the exact recipe is a well-guarded secret, we can share that it's a handcrafted blend of the finest spices and flavors. Each component is carefully balanced to create a harmony of taste that makes our cocktail truly unique.

Black lime essence:
To create the black lime essence, delicate threads of the exquisite black limes are steeped in a small amount of hot water. The mixture is gently stirred until these local citrus don't release their aromatic essential oils. We add this essence to the cocktail for an olfactory journey to Riyadh.

BRAVA

BY STEFANO CIOTTI

THE FANTASTIC ADVENTURES OF PINOCCHIO

Creator: Federica Penzo

Drawer: Berk Öztürk



THE FANTASTIC ADVENTURES OF PINOCCHIO

The Bodrum EDITION - Brava by Stefano Ciotti - Turkey

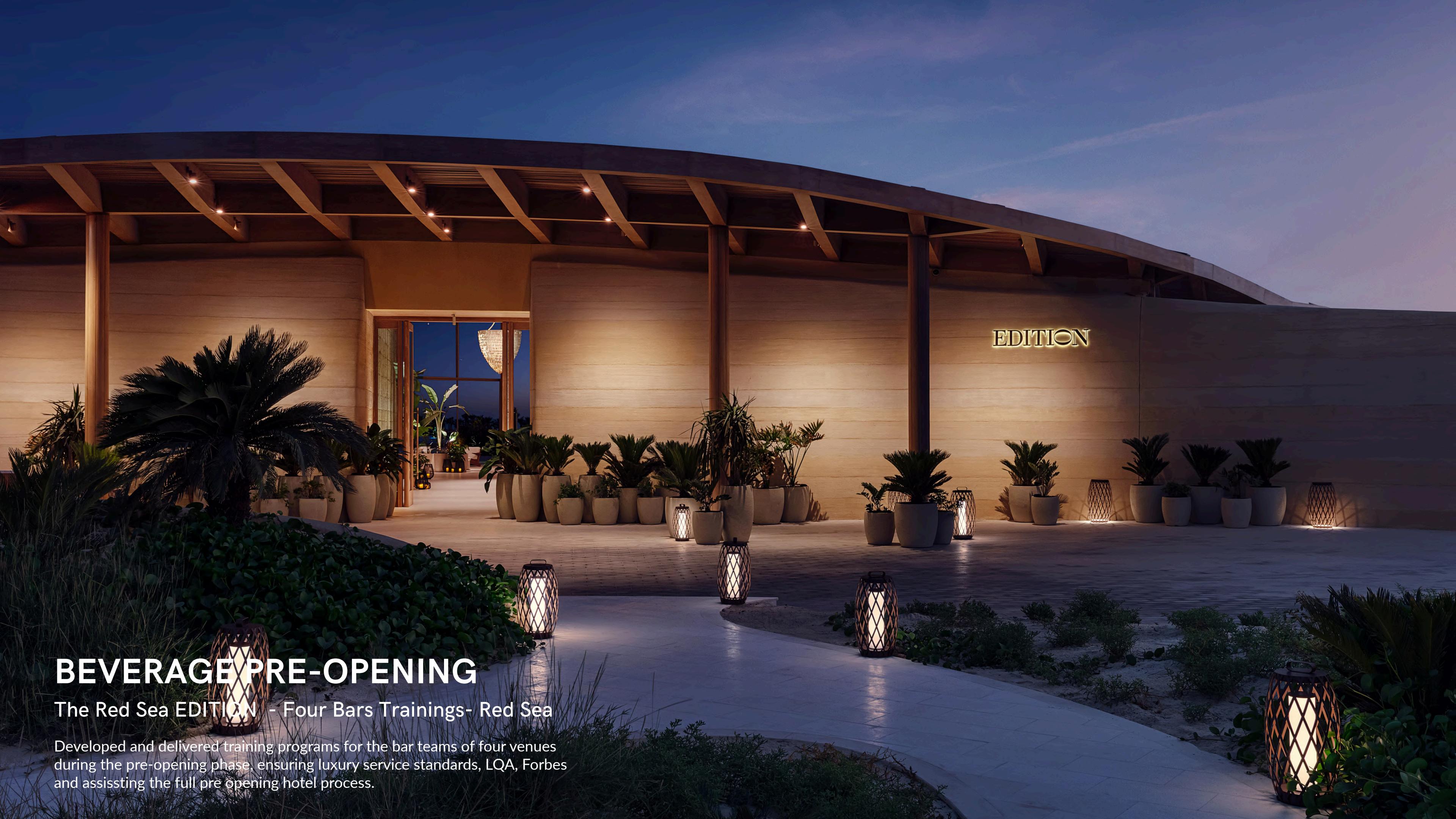
SCOPE OF WORK

Full Beverage Experience
Concept - Menu - Storytelling

Inspired by Pinocchio's journey, each cocktail reflects a distinct character—from Figaro to the Blue Fairy—inviting guests into a magical, story-driven experience. **Design inspiration:** children's book.

COCKTAIL MENU





BEVERAGE PRE-OPENING

The Red Sea EDITION - Four Bars Trainings- Red Sea

Developed and delivered training programs for the bar teams of four venues during the pre-opening phase, ensuring luxury service standards, LQA, Forbes and assisting the full pre opening hotel process.

PRESS & AWARDS



Sober Design Studio

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FEDERICO PENZO
ON CREATING
360° GUEST EXPERIENCES



When designed well, a beverage program can play a crucial role in helping an F&B establishment to forge connections with customers and strengthen its brand identity. **Federico Penzo**, founder of Federico Penzo Beverage Experience, talks us through the art of creating drinks steeped in storytelling that complete, rather than simply fit, a venue.

In hospitality, a great beverage is never just a drink. Instead, it's the final expression of a larger creative journey. The beverage program is where the story begins. It can't start behind the bar; they begin with the brand's concept, the hotel's design and the emotion the property wants to transmit to guests. A cocktail becomes the last chapter of that story, where strategy, creativity and guest experience meet.

Consistency and connection
At Federico Penzo Beverage Experience, we believe in beverage storytelling, a storytelling process that connects brand, vision, design intent and sensory experience. Before we create a single recipe, we immerse ourselves in the property's identity, from its values and aesthetics to its rhythm and guest profile. We then translate that identity through design by architectural minimalism or a heritage resort inspired by its cultural roots; every brand has a narrative waiting to be translated into taste. The design and history of a space define the rhythm of experience. A sculpted marble bar may inspire a drink that reflects its elegance and precision, while a terrace filled with natural light calls for something fresh and

inviting. This captures the openness of the setting. Each environment carries its own emotion, and our role is to translate that emotion into a drink that perfectly amplifies the brand's voice. When concept, design and beverage creation align, the result is not just consistency, but connection.

All about the intention
Every touchpoint contributes to this narrative. The color palette of a cocktail, the service flow, even the subtle soundscape of the space, all contribute to the atmosphere that creates an atmosphere where guests instinctively sense the hotel's story without it ever being spoken. That is the essence of effective storytelling in hospitality: it's felt, not told, and it turns a drink into a lasting memory.

We work alongside interior designers, chefs and bartenders to ensure that every element, from the beverage program to the service ritual, complements the brand's identity. This holistic approach allows hotels to deliver a guest experience that feels seamless and intentional, one where design, flavor and feeling move together.

Guests might not know why everything feels right. But they remember that feeling. And that's what builds loyalty.

Differentiating differentiation
In a marketplace where differentiation is everything, storytelling through beverage is a strategic tool. Guests don't seek just a good drink; they want meaning, show and emotion. When a beverage program reflects the brand's narrative, it deepens engagement, builds loyalty and enhances the guest's perceived value. Ultimately, connecting the concept to a brand narrative creates the final stage where art, design and hospitality meet. When crafted with intention, they do more than please the palate; they express the spirit of the place and the people behind it. Guests might not know why everything feels right. But they remember that feeling. And that's what builds loyalty.

FedericoPenzo.com







Hospitality News Middle East

A professional bartender, Federico Penzo, is captured in the middle of a cocktail preparation. He is wearing a white long-sleeved shirt and a tan apron over it. He is holding a clear shaker in his left hand and pouring a vibrant red liquid from it into a glass held in his right hand. The background is a well-stocked bar with numerous bottles of alcohol on shelves. In the foreground, on the bar counter, there are two tall, slender, clear glass cocktail shakers. The overall atmosphere is that of a sophisticated, traditional bar.

Laguna Luxury Resort Magazine

The sophisticated coastal ambience of Arwanा restaurant, slipping on its cocktails is akin to embarking on a maritime adventure without leaving the comfort of your chair. You'll be transported to the deck of a sailing vessel, where the salty breeze tingles with the scent of adventure. In the world of mixology, few craftsmen seamlessly blend tradition with innovation, creating a sensory experience that transports you to a different time and place. One such visionary in the realm of beverages is Federico Penzo, renowned beverage consultant known for his ability to craft unique and unforgettable cocktails. Among his many creations, the cocktails at Arwanा Restaurant showcase his mastery of mixology and his talent for weaving maritime tradition into the fabric of a drink.

omising his signature style, Federico curvano cocktails to tell stories to the eyes are not merely decorations in that they serve a dual purpose, adding visual intrigue. Each garnish is selected and prepared to enhance the profile while also contributing to the experience. Federico's favorite creation, *Capo*, presents a bittersweet Italian drink that embodies the unique ritual of luck for Italian sailors. Embark on a timeless maritime tradition and feel the sea.



PRESS & AWARDS - Clients

MICHELIN GUIDE

Kitchen

Dirmil Mahallesi, Balyek Caddesi No:5A, Yalikavak, Bodrum, 48400, Türkiye

Modern Cuisine, Country cooking

Add to favorites

MICHELIN Guide's Point Of View

One Star: High quality cooking

Osman Sezener and his team offer a unique and international take on Turkish cuisine. Produce from the region takes centre stage and it is always guaranteed to be fresh and flavourful. The dishes are not overly complicated, but they certainly pack a punch. The perfectly fried sea bass is as fresh as if it had just been caught. The accompanying sauce, prepared like a beurre blanc, is enriched with oyster sauce and an elegant herb-infused oil. Fortunately, you are given (delicious!) sourdough bread, so you can mop up every last drop. The herbs come from gardens surrounding the restaurant and hit the spot every time. For instance, a salsa verde of fresh herbs beautifully elevates the octopus cooked in the charcoal oven. Generosity and finesse go hand in hand here. The extremely appealing à la carte selection really leaves you spoilt for choice! The luxury hotel The Bodrum Edition provides the ideal setting in which to explore this creativity. There is a certain laid-back vibe here that is pleasingly contemporary, warm and welcoming. But it is the breathtaking view over the resort and the bay that steals the show!

Michelin Guide

50 Discovery

Where do you want to go today?

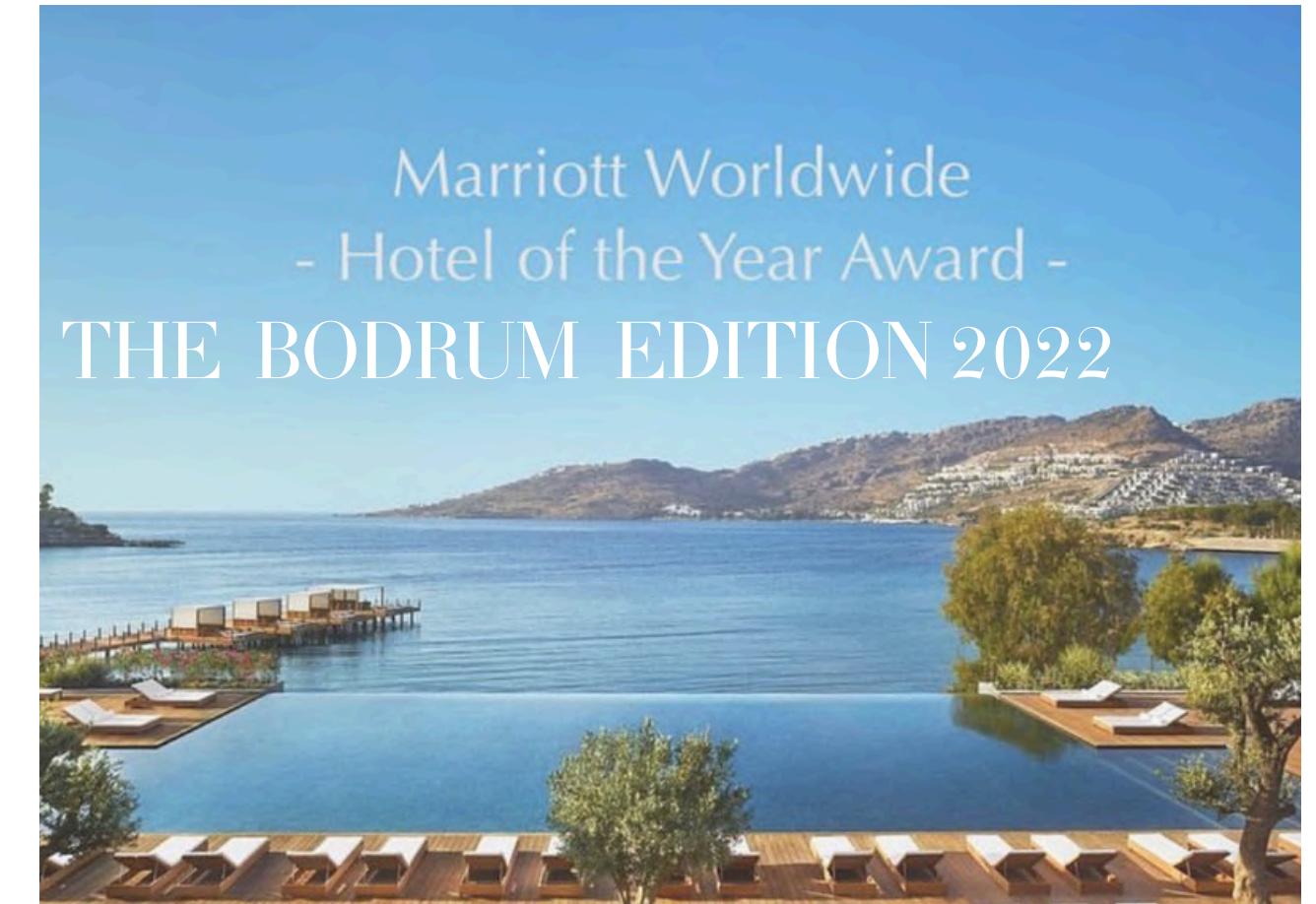


Brava

Bodrum, Turkey

The Turkish Riviera meets the spirit of Latin America at this vibey alfresco spot. You'll find it in a plum perch curving the Aegean at the ultra-slick Bodrum Edition, which is fast becoming the premier hotel in the region. Here, a Latin-inspired menu is powered by local produce and served family style, with plates splicing classic Lat Am flavours with influences and technique from the Med to Asia. Behind it is Peruvian chef Diego Muñoz, whose resume includes celebrated 50 Best kitchens El Bulli and Mugaritz. Expect open-fire cooking with plenty of fresh fish and meat alongside the likes of crudos and saltados. Not forgetting the vivacious and verdant Brava Bar, where Federico Penzo encourages you to pick your pour from a bespoke deck of playing cards that riff on Jungian archetypes – Magician sees mezcal mixed with homemade spiced tepache. Live music provides a gentle segue into the evening.

World's 50 Best Bars



Marriott Worldwide Award

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P E N

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