

FED

PEN

FEDERICO **P**ENZO

Beverage experiences designed
as cultural, sensorial and narrative systems.

www.federicopenzo.com

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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.

PEN

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



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



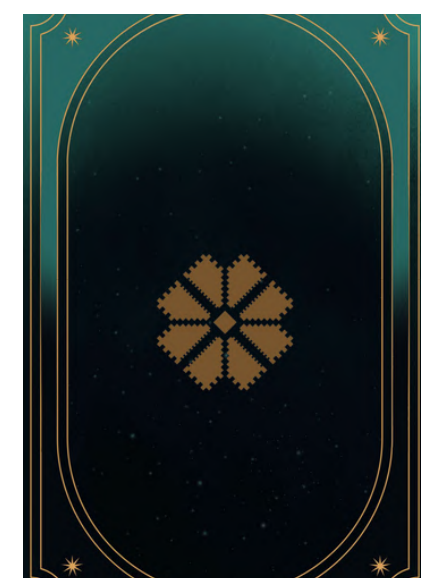
Matching the Yacht's interior design style of the restaurant, we deeply dived into the colors, palettes, lights game and shapes for the Cocktails menu. It mirrors the flow of a day at sea, echoing Arwana's (Hotel's Signature Restaurant) seamless transition from day into night.



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.

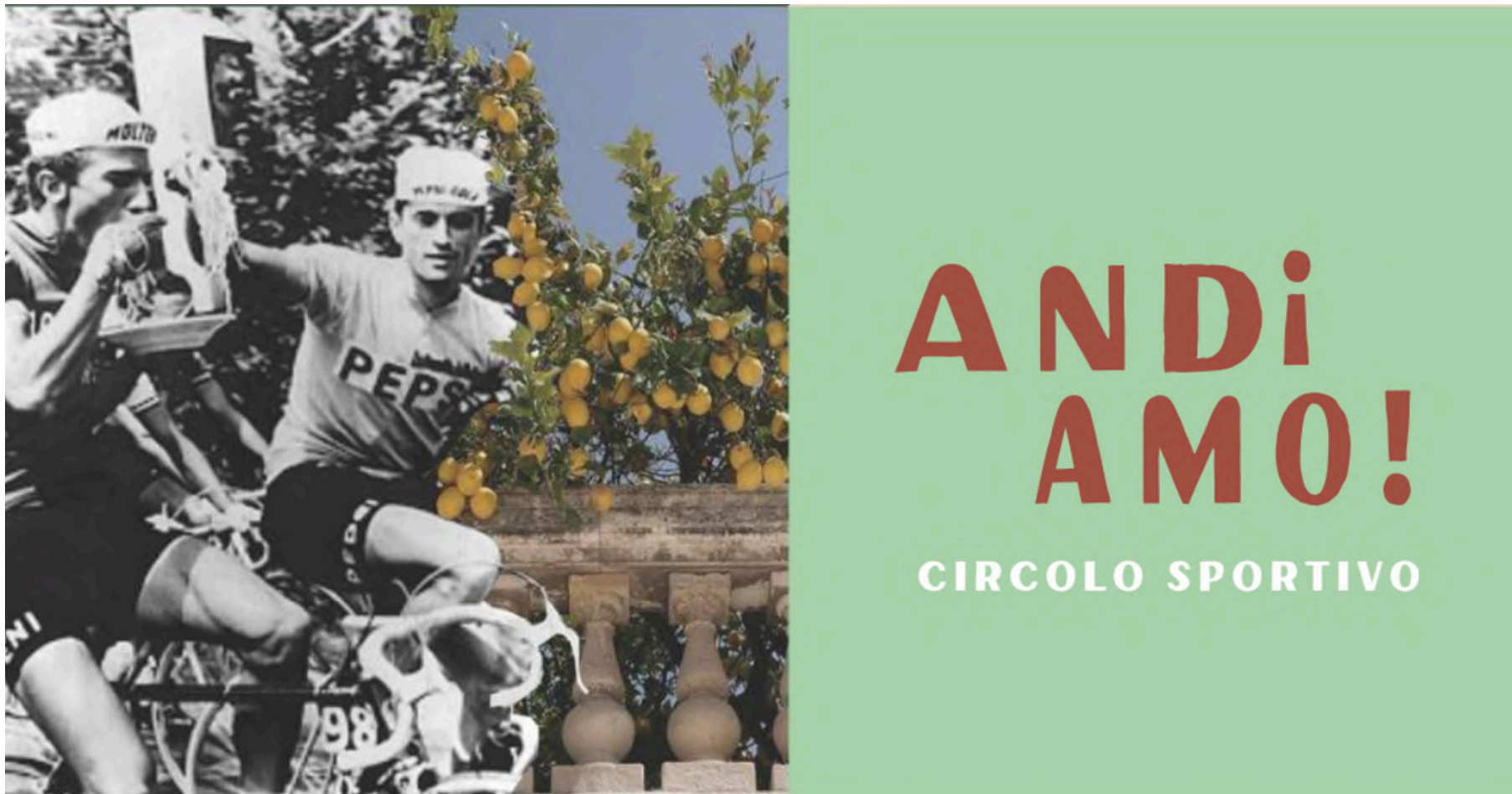
CIRCOLO SPORTIVO

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.

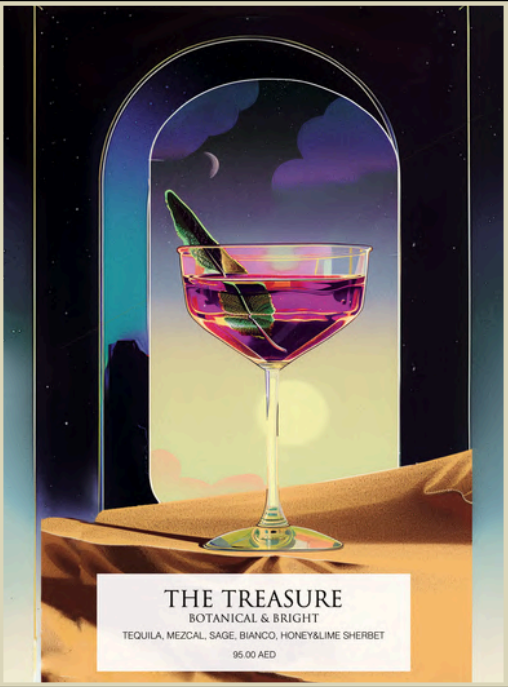
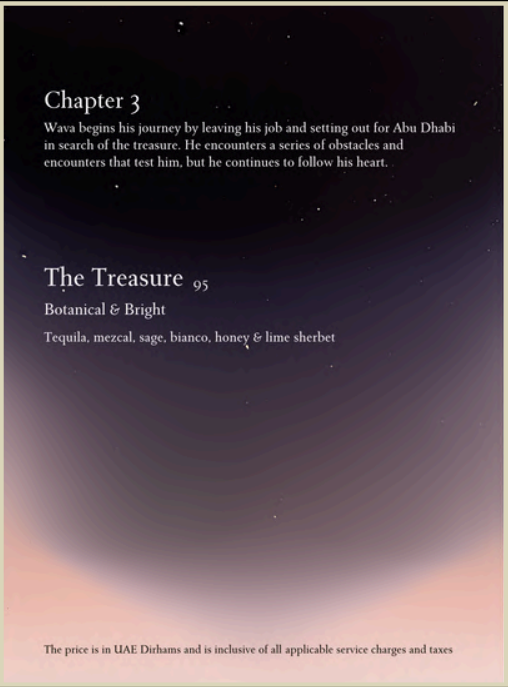
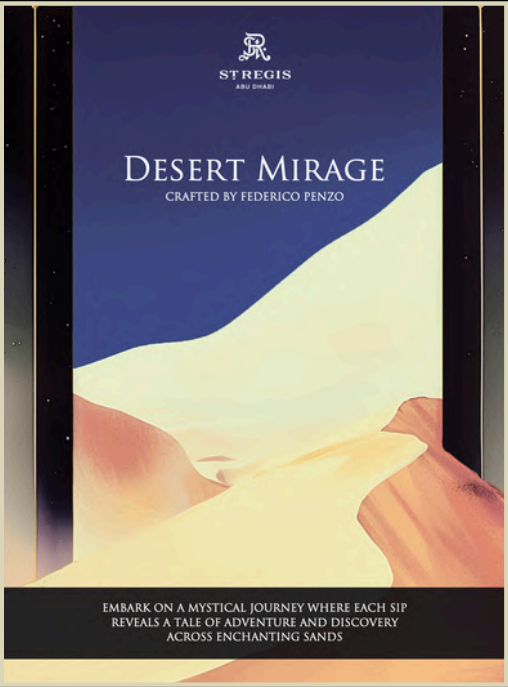
DESERT MIRAGE

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

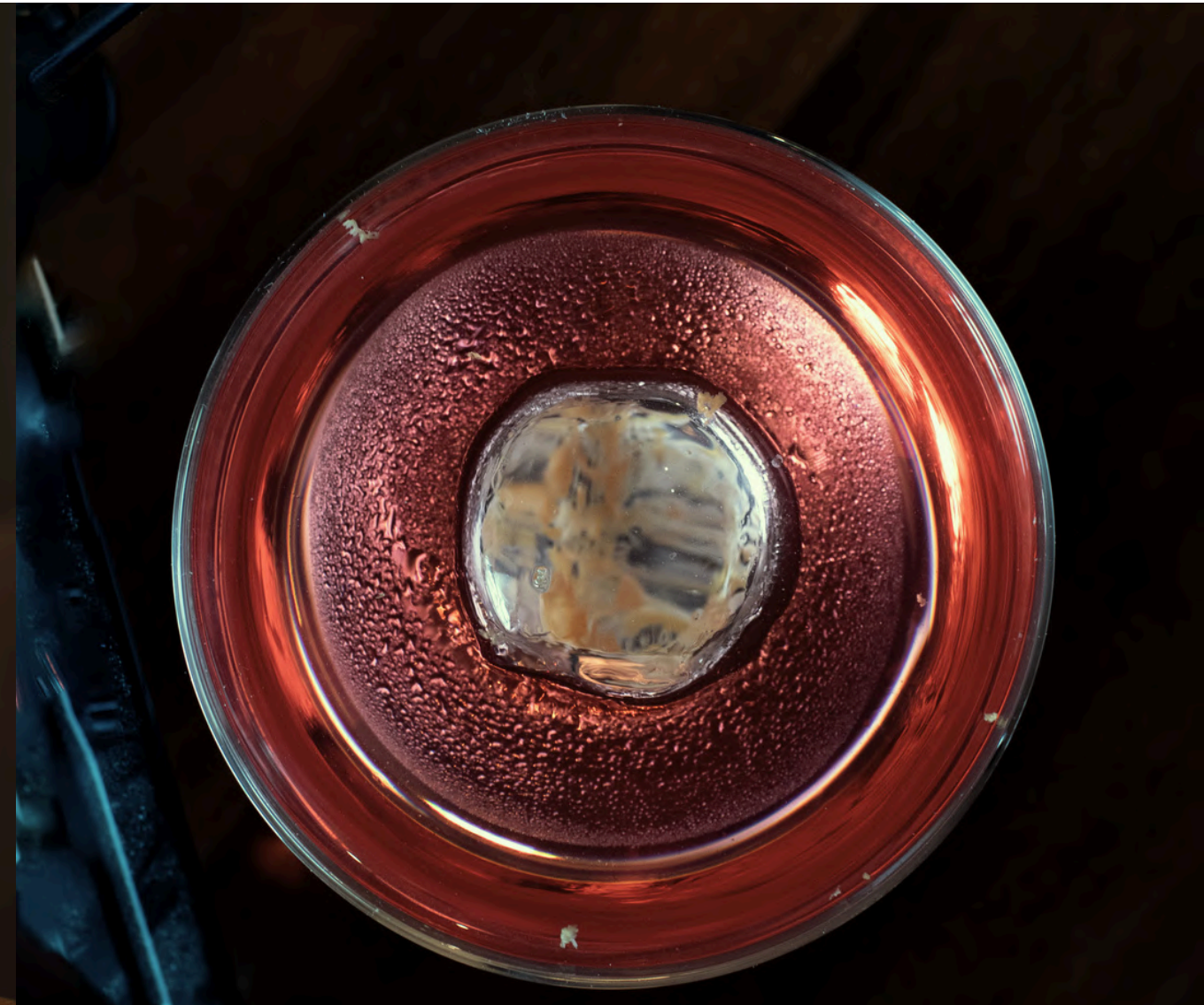
The Ritz Carlton Istanbul - NOBU Istanbul - Turkey

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 BEVERERAGE 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.



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

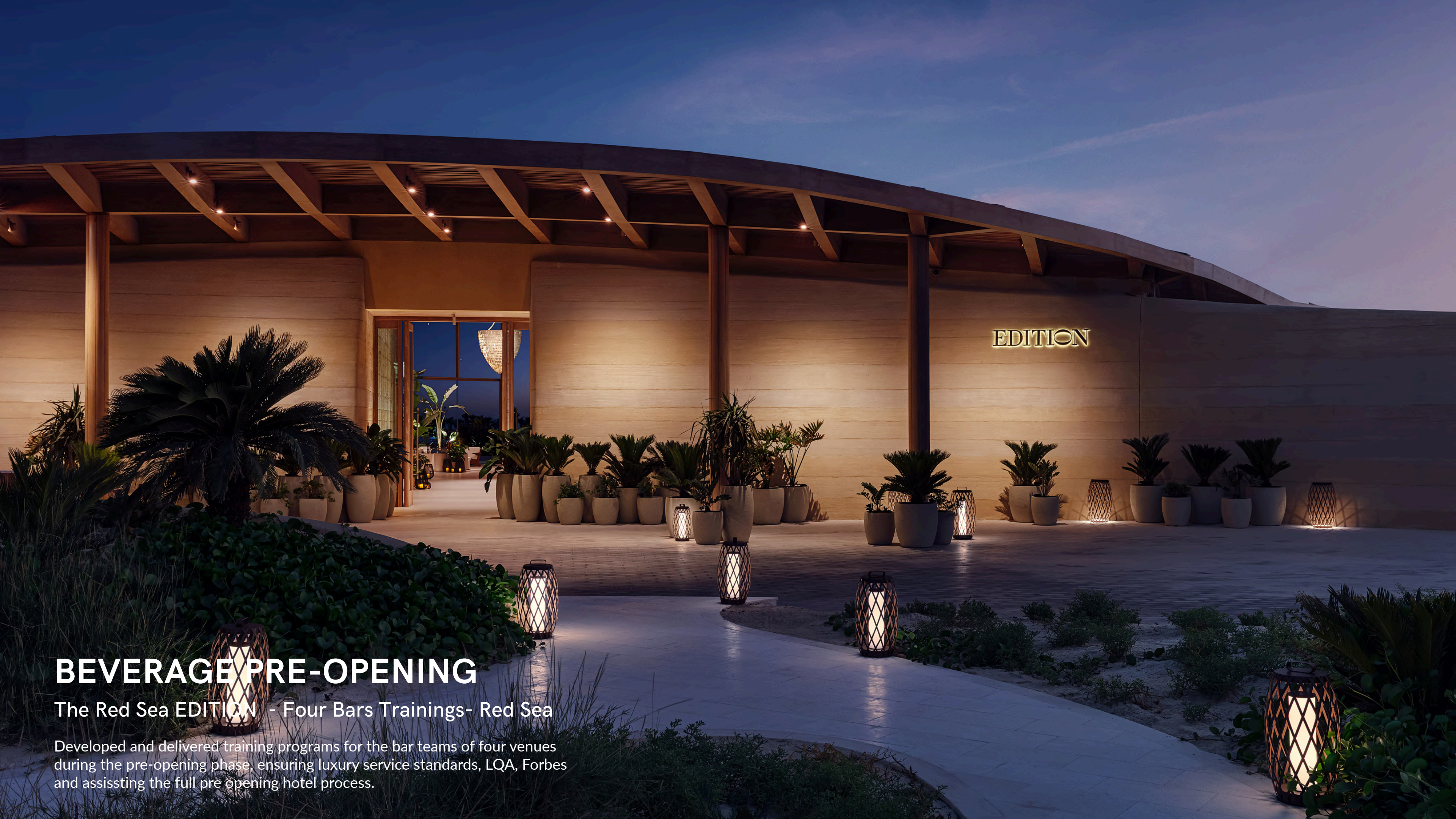
Full Beverage Experience

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

Federico Penzo

Bar deneyimi küratörü

Saç Stilişi Doğukan Pınar
Makyaj Artisti Bedrihan Aydın
Saç Stilişi Aslıtuna Rejin Bütün
Makyaj Artisti Aslıtuna Helin Özbek

Türkiye'de yaşamaya nasıl karar verdin?

Ayrıca, 2018 yılında "Yarışmada" Türkiye'ye geldim. O sırada Hindistan'da danışmanlık yapıyorlarm ve Londra'da bir arkadaşım, ki o dönem Marriott'a bağlı Edition Hotel'in bar direktörüydi, beni araya bir yarımda ziyareti alacağımı söyledi ve beni davet etti. Bana sadece "Bodrum" dedi ama bana daha çok Yunan ismi gibi geldi, o yüzden haritada bile nerede olduğunu kontrol etmedim. Birkaç hafta sonra ana, "Tatam, geleceğin" dedim. Uçup bilimleri gelince fark ettim ki, aktama İstanbul'la aynıdır olacaktı. O an anladım ki Bodrum, Türkiye'deyim.

Sonrasında burada kalmaya nasıl karar verdin?

Ayrıca, 2018'de Bodrum'a sezonsal olarak geldim, sonra ayrıldım. Edition Hotels için birkaç otel açıyor yaptım. Los Angeles, New York, Katar gibi yerlere gittim. Sonra tatilci çıktım. Bir akşam arkadaşlarımla sohbet ederken, birkaç kadın içtikten sonra, sosyal medyada bir Bodrum fotoğrafına denk geldim. "Ayrıca çok iyi bir yer" diye duydum. Ve geri döndüm. O günden beri burada huzur buldum. Bodrum ve İstanbul arasında sürekli olarak gidiyorum. Ve tabii birçok seyahatim oluyor.

İstanbul ve Bodrum'da seni en çok etkileyen şey nedir?

Bodrum, benim güvenli alanım. Sürekli seyahat ettiğim için hep yığın ortamlardayım, her gün birçok insanla konuşuyorum. Ama özellikle kıy ve sonbahar aylarında Bodrum'da geçtiklerinde, burada benim için bir evime gibi oluyor. Rahatlayabiliyorum, biraz gevreyip kendimi toparlayabiliyorum, İstanbul'la bağlantı. Biraz iyi ve nefes alıp gibi. New York'a benzer ama daha da yığın. Aline bakarsan bençe, İstanbul'u da tamamen sevdir ya da nefes aldık, ortaya çık.

Özellikle danışmanlık yapmaya nasıl başladın?

Bu işe bağlanırken zaten gelecekteki hedefim buydu ama nasıl geliştireceğimi biliyordum. Ben aslında inşaat mühendisiyim ve şu an yaptığım işin sunumu alakası yok. Üniversitemde inşaat mühendisi okudum, hatta bu alanda yüksek lisans bile yaptım.

İnşaat mühendisi olarak çalışmaya hiç düşüncünüz mü?

İki ay çalıştım, sonra bu işin bana göre olmadığını anladım. O sıralarda İtalya'da küçük bir restoranda çalışıyordum ve bu bana keyifli geliyordu. İşte o anda, ne yapmak istediğimi anladım. Yeni yerler keşfetmek, diğer aşmak, insanlarla tanışmak, onlara mentorluk yapmak istiyordum. Sonra bu süreye denk olarak gelişi, 2022'de Edition Hotel'den ayrıldım, çünkü hep aynı şeyleri yapıpaktan sıkılmıştım. Yeni oteller görmek, yeni insanlarla tanışmak, farklı yerler keşfetmek istiyordum.

Bir bar deneyimi yaratırken en çok hangi unsurlara öncelik veriyorsun?

Karşılıklı hikaye anlatımı. Konsept çok önemli ve bu zaten hikaye anlatımıyla bağlantılı. Ama içecekler, özellikle benim için en önemli. Önce dediğin gibi anlatılacak hikaye, konsept ve görsel öğeler geliyor.

Tüm bu unsurlar sonunda nasıl bir araya geliyor?

İşte benim aklım, tam da bu! Bir fikirle bağlantısın. Oteli veya bar açarken, restorana nerede olduğuna, hangi otelde yer aldığına, tasarımı, hangi şekilde bulunduğuna bakıyorsun. Şehirle ilgili varolanıman gerekten bir şey varsa, bunu unsurlara nasıl aktarabileceğini düşünüyorsun. Bu konsepti içecek menüsüne, sunumlarına ve genel malzemelere yansıtıyorsun. Yani her şey bir fikre bağlıyor, sonra bu fikir detaylara ayrılıyor.

Hikaye anlatımı, bar ortamında nasıl bir rol oynuyor?

Hikaye anlatımı, her şeyden önce gelir. Günümüzde herkes, iyi bir işi, hardırabiliyor. "Nüfuzda" gibi 30 saniyede nasıl yapılabileceğini öğrenabiliyor. Ama bir mekanın, insanları tekrar tekrar gelmesi için anlatılacak bir hikaye olmasın gerekir. Bazen bir otel ya da barm seni de, aslında tam olarak bulur.

İçinde 360 derece bir deneyim yaratmaktan bahsediyorsun. Bu tam olarak ne anlama geliyor?

Her şey demek. Örneğin, içeceklere dair ilham almak için eselden öğrenildiği anda, gördüğünüz konya denizinde yapılan basit deneyimler oluyor. Bu deneyimler içecekler aracılığıyla yenilebilir hale getiriliyor. Ya da yere bir sandalyeyle geçiriliyor; içeceklerin sunumu veya kullandıkları onun etinden çıkıyor. Sonuç, her şeyle bağlantılı. Hatta tekstil bile buna dahil oldu. Tekstil için projelerimi de var anlatayım...

Sürekli seyahat halinde olmak nasıl bir his?

Bu benim seçimin, hayalimdi. Bazen kendimden, çok seyahat ettiğim için sıkıldım duyuyorum. Ama 10 günden fazla bir yerde sabit kalmıca herman "Bir sonraki uçup ne zaman?" diye düşünmeye başlıyorum. Sanırım bu konuda asla tam anlamıyla tatmin olamıyorum.

Farklı kültürleri görmek ve içimde yaşamak, seni nasıl şekillendirdi?

Buna başlayalım. Geziyekten çok meraklı bir insanım, içki bir çocuk gibi. Bir ülkeye ilk gittiğinde, hatta göç zaman ilk ay boyunca, haritaya bile bakmam. Sadıca yürüm, keşfetmek. Bazen kendimi bilerek keşfetmeye ya bırakırım, hatta bazen bu yüzden başımı belaya bile sokarım. Ama bu benim için keşfetmenin en iyisi.

Henüz girmedin ama görmek istediğin bir yer var mı?

Japonya. Ama kendimi bildiğim için onay bir-iki hafta önce gidiş dönem istesem. En az iki-üç ay ayrılmam lazım. Geziyekten sonra uzun süre keşfetmek istiyorum.

Orada barman olarak çalışmak ister miydin, yoksa sadece turist olarak mı gittiydin düşüncün?

Eğer bir otel açılıp olursa ve uçak biletimi karşılarlarsa, neden olmasın?

Türk ile İtalyan kültürlerini birbirine yakın buluyor musun?

Karşılıklı. Türkiye, özellikle Güney İtalya ile çok benzer. Hatta İtalya'da, Kuzey İtalya'dan bile daha yakın hissediliyor.

Hangi yerlerden ilham alıyorsun?

İyi yaşamak için çok benzer. Bir anlama yaparken hiçbir zaman, "Bunun fiyatı bu, kabul ediyor musun?" diye düşünürken bir evet ya da hayır cevabı almırsın. Mutlaka pozitif olursun. İnsanların birbirine yaklaşımları da benzerler. Daha sıcak, daha samimi bir etkileşim var.

Senin için aidiyet ne ifade ediyor?

Önceden aidiyet duygum yoktu. Kendimi tamamen göçebe hissediyordum. Ama Bodrum'a geldikten sonra bir yerler aldım. Şimdi burada aidiyetim gibi hissetmeye başladım. Belki de aidiyetim arasında bir Türk var, kim bili? Ama içinde bir bağlanı hissediyorum.

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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 most memorable beverage experiences don'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 see beverage consultancy as 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. Whether it's a contemporary hotel shaped 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 beverage experience that 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 bar all communicate intention. Together, they create 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.

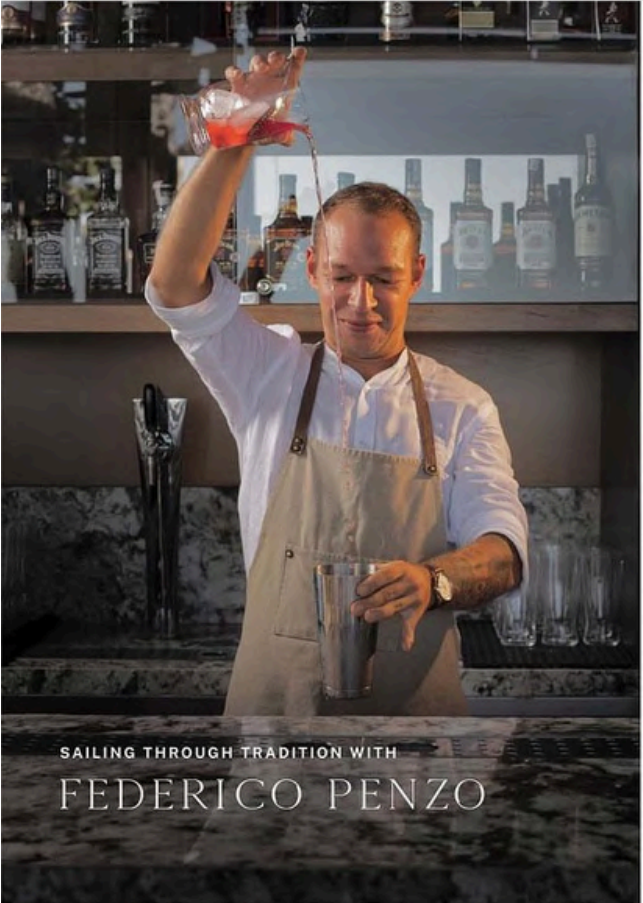
We work alongside interior designers, chefs and brand teams to ensure that every detail, from the beverage program to the service ritual, complements the space's identity. This holistic approach allows hotels to deliver a guest experience that feels seamless and intentional, one where design, flavor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

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SAILING THROUGH TRADITION WITH
FEDERICO PENZO

Laguna Luxury Resort Magazine

In the sophisticated coastal ambience of Arwana Restaurant, sipping 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 mingles 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, a renowned beverage consultant known for his ability to craft unique and unforgettable cocktails. Among his many creations, the cocktails at Arwana Restaurant showcase his mastery of mixology and his talent for weaving maritime tradition into the fabric of a drink.

Federico Penzo initially graduated as a civil engineer; however, after just a month of working in the field, he found himself at odds with his chosen career path. The traditional nine-to-five job routines simply did not resonate with his spirit. Seeking something more fulfilling, he decided to take a leap of faith and pursue his passion for adventure and exploration. Fate has a way of connecting kindred spirits, and Federico's journey took an unexpected twist when he crossed paths with the world's top mixologists, Luca Cinilli and Gabriele Manfredi. These chance encounters paved the way for his entry into the world of bartending. Throughout his career, he learned the art of crafting cocktails, honed his skills, and delved deep into the intricacies of mixology.

A passion for connecting with people from diverse cultures, a love for travel, and an innate ability to design memorable experiences have set him apart in the world of mixology. With the restaurant's concept of creating a journey of discovery living out at sea, Federico Penzo drew inspiration from timeless maritime traditions to create the Arwana Cocktail, a libation that pays homage to the sea and its mystique. Maritime traditions have long been an integral part of seafaring communities. Whether it's the mesmerizing sunrise over the horizon, the camaraderie shared during midday meals, or the profound connection to the sea itself, these rituals have shaped the lives of sailors for centuries.

Without compromising his signature style, Federico Penzo crafted Arwana cocktails to tell stories to the guests. Garnishes are not merely decorations in Federico's world; they serve a dual purpose, adding both flavor and visual intrigue. Each garnish is meticulously selected and prepared to enhance the cocktail's taste profile while also contributing to the overall experience. Federico's favorite creation, In Bocca Al Lupo, presents a bitter-sweet Italian aperitivo-style drink that embodies the unique ritual of expressing good luck for Italian sailors. Embark on your voyage into timeless maritime tradition and feel the rhythms of the sea.



PRESS & AWARDS - Clients



Restaurants

Kitchen

Dirmil Mahallesi, Balyek Caddesi No:5A, Yalıkavak, 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
BEST
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' 50 Best Barss



Marriott Worldwide Award

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