

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.



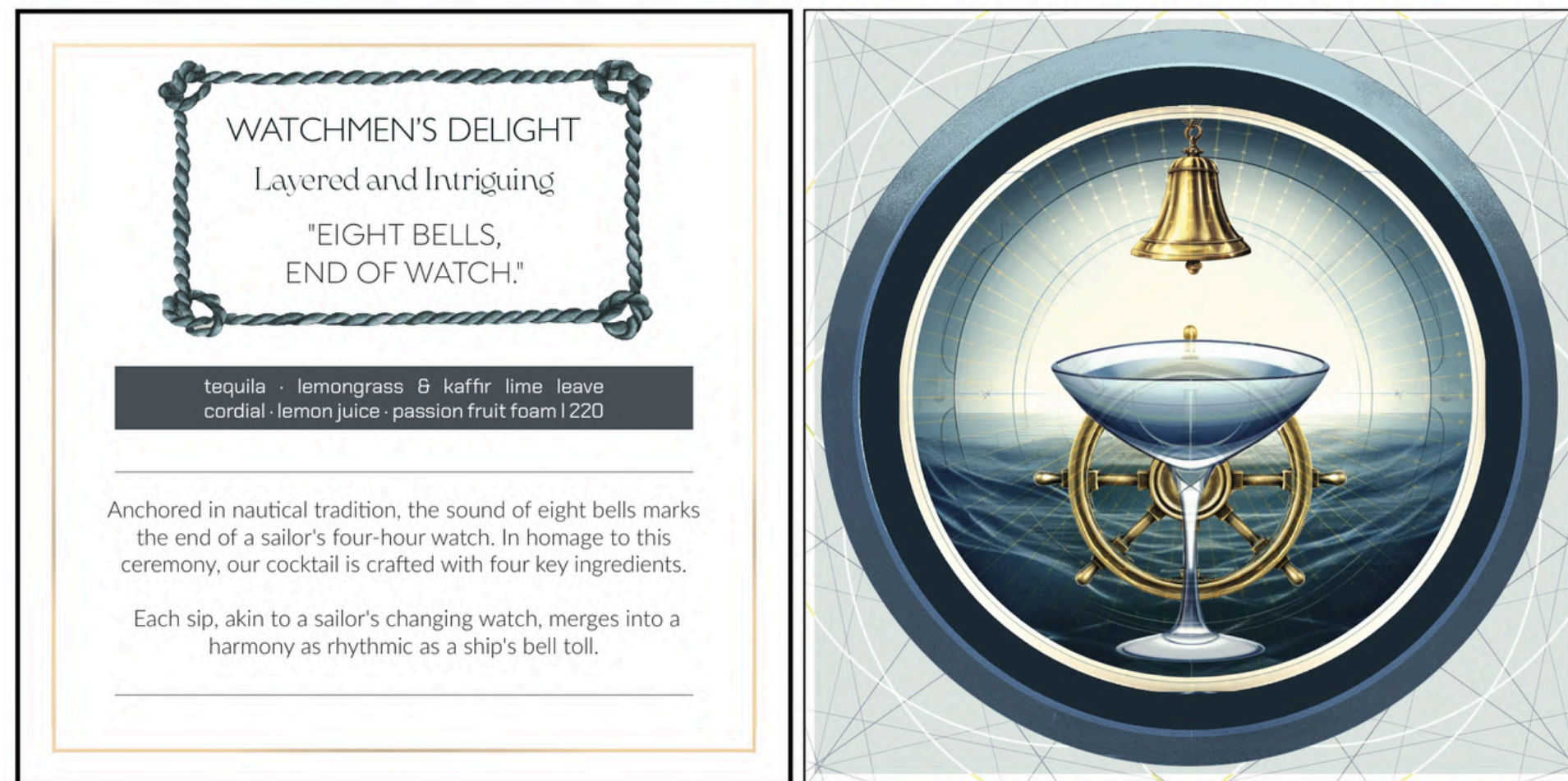
MARITIME TRADITIONS

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 Michelin Star in 2023 during my beverage consultancy.



ODF



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.

WHAT'S YOUR SUPERPOWER

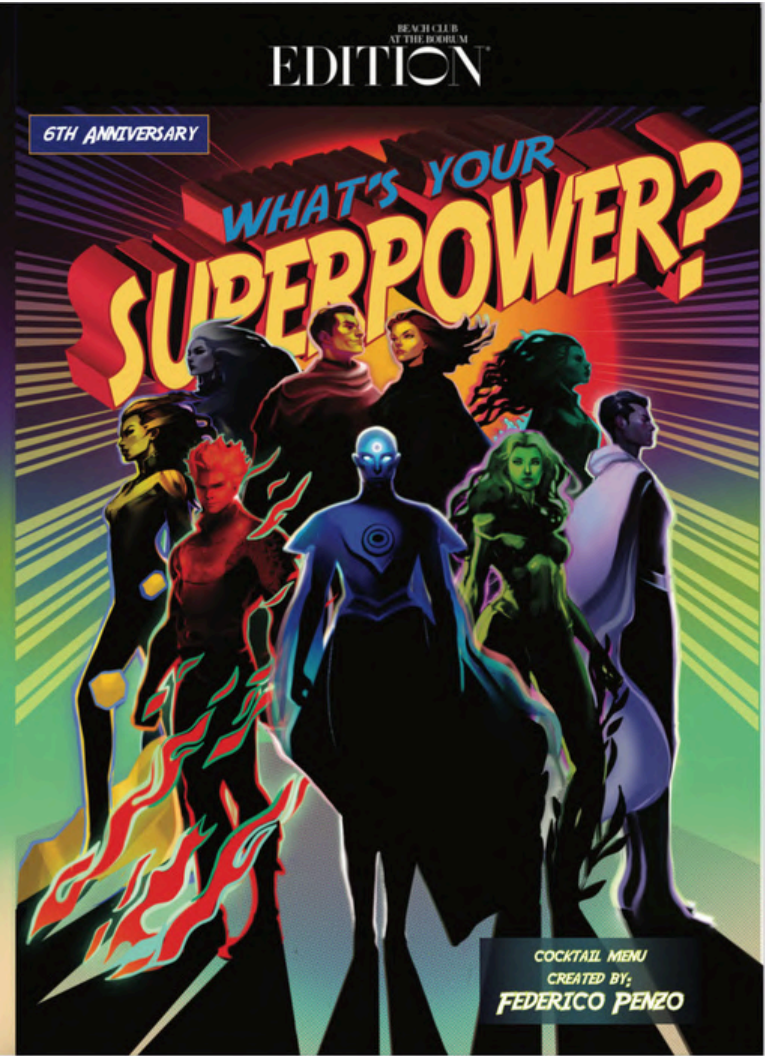
EDITON Hotels - Pool& Beach

SCOPE OF WORK

Beverage Concept

Concept - Menu - Storytelling

A bespoke beverage concept presented as comic book. Each cocktail mirrors a superhero, and its superpowers. Inspired by anatolian tales, we have woven these elements into both ingredients and the storytelling of this project.

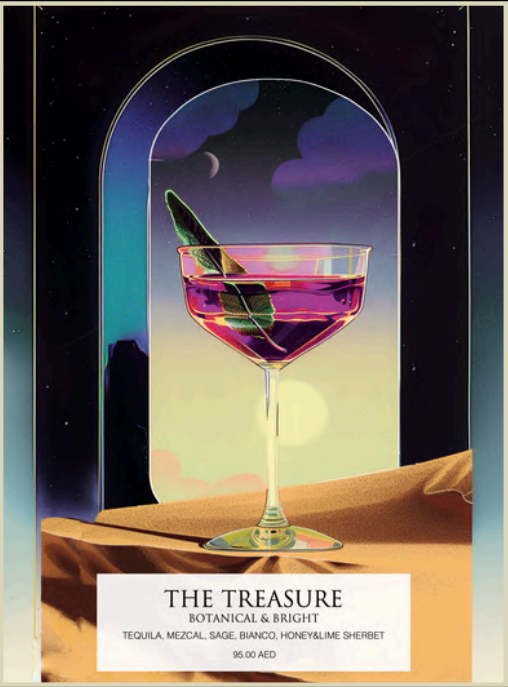
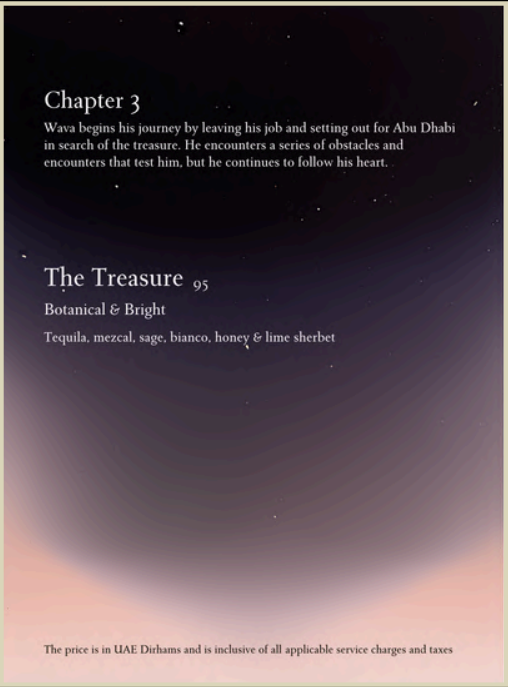
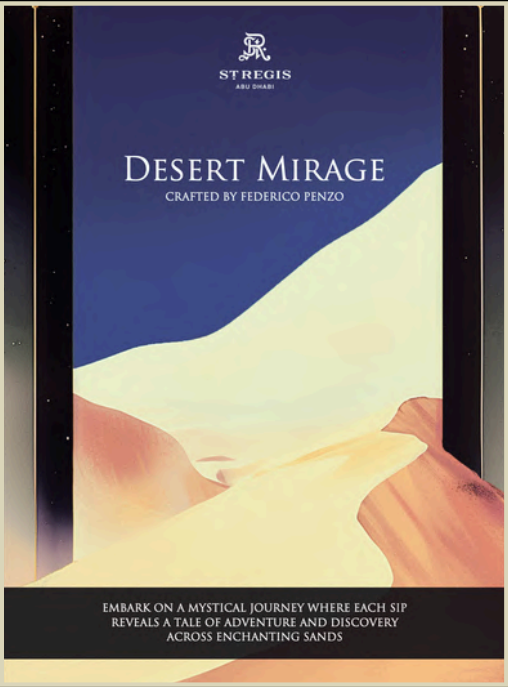


DESERT MIRAGE

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

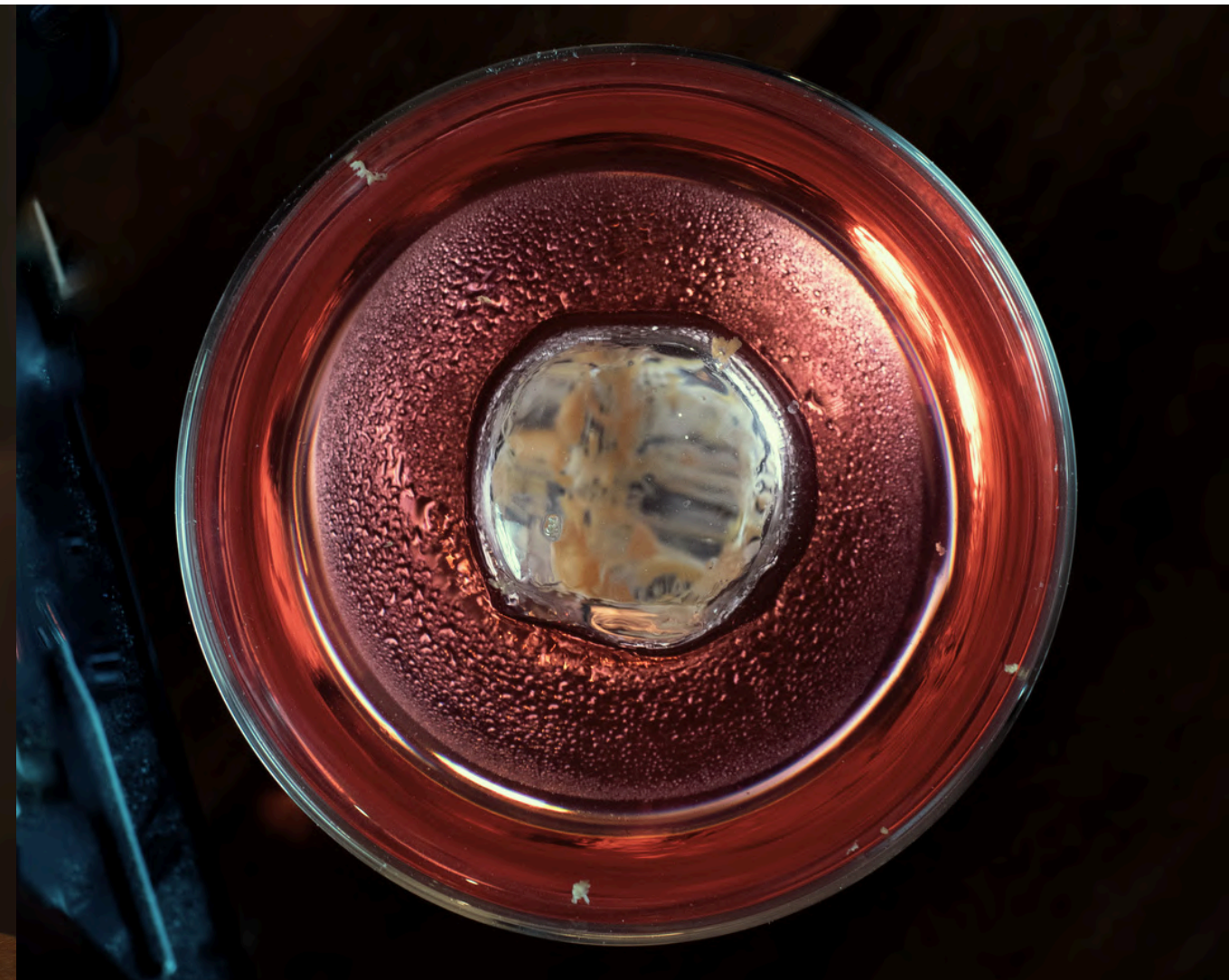
The Ritz Carlton Istanbul - NOBU Istanbul - Turkey

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



The World's Best New Hotel Opening 2025

Forbes 
TRAVEL GUIDE

EDITION

BEVERAGE PRE-OPENING

The Red Sea EDITION - Four Bars Trainings- Red Sea

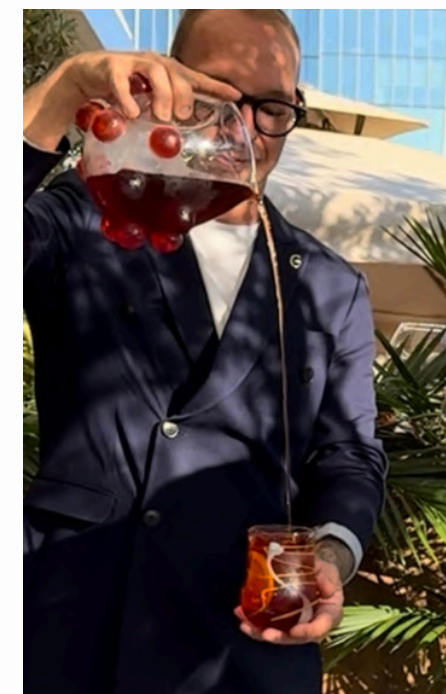
Developed and delivered training programs for the bar teams of four venues during the pre-opening phase, ensuring luxury service standards, LQA, Forbes and assisting the full pre opening hotel process.



BEVERAGE PRE-OPENING

Absheron Giardino Restaurant & Bar - Baku

Developed and crafted the full beverage experience for Giardino Baku, a project in partnership with the multi awarded Chef Carlo Bernardini and Absheron. Full F&B Support during pre and post opening stage. Three distincts bar concepts and bespoke menu design. Fully bespoke Murano glassware and signature serves inspired by Venetian traditions.





COMING SOON

Faena Red Sea

Six distinct beverage concepts developed for the upcoming Faena Red Sea.
Work in progress.

HOW DOES IT WORK

A Beverage experience designed as a cultural, sensorial and narrative system



PRESS & AWARDS



Sober Design Studio

Federico Penzo

Bar deneyimi küratörü

Saç Stilişi Doğukan Pınar
Makyaj Artisti Bedrihan Aydın
Saç Stilişi Aslıtaraç Nevin Bütün
Makyaj Artisti Aslıtaraç Helin Özbe

Türkiye'de yaşamaya nasıl karar verdin?

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

Sonrasında burada kalmaya nasıl karar verdin?

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

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

Bedroom, benim güvenli alanım. Sürekli seyahat ettiğim için hep yadın ortamlarıym. Her gün birçok insanla konuşuyorum. Ama özellikle kıy ve senatörler arasında Bedroom'da geliyorum, burada benim için bir sığınak gibi oluyor. Rahatlaşıyorum, biraz gevreyip kendimi toparlayabiliyorum. İstanbul ise bambaşka. Biraz ağır ve nefes aldığı gibi. New York'a benzer ama daha da yoğun. Aslını beklenen bence. İstanbul'u da tamamen sevdir ya da nefes aldır, ortaya çık.

Özellikle danışmanlık yapmaya nasıl başladın?

Bu işe bağlanırken zaten gelecekteki hedefim buydu ama nasıl gerçekleştireceğimi 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 çalışmayı hiç düşünmüyor musun?

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 noktada, ne yapmak istediğimi anladım. Yeni yerler keşfetmek, oteller, aşınak, insanlarla tanışmak, onlara mentorluk yapmak istiyordum. Sonra bu işin diğer olanakları geldi. 2022'de Edition Hotel'den ayrıldım, çünkü hep aynı şeyleri yapmaktan sıkıldım. Yeni oteller görmek, yeni insanlarla tanışmak, farklı yerler keşfetmek istiyordum.

Bir bar deneyimi yaratırken en çok hangi unsurlara öncelik veriyorsun?

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

Tüm bu unsurlar sonunda nasıl bir araya geliyor?

İşte benim aklım, tam da bu! Bir fikirle başlıyorum. Otel veya bar açarken, restorana nerede olduğuna, hangi otelde yer aldığına, tasarımı, hangi şekilde bulunduğuna bakıyorum. Şehirle ilgili vurgulanması gereken bir şey varsa, bunu unsurlara nasıl aktarabileceğimi düşünüyorum. Bu konsepti içecek menüsüne, sunumlarına ve genel malzemelere yansıtırız. Yani her şey bir fikirle başlıyor, sonra bu fikir detaylara ayrılıyor.

Hikaye anlatımı, bar ortamında nasıl bir rol oynuyor?

Hikaye anlatımı, her şeyden önce gelir. Günümüzde herkes, iyi bir işi, hardişabiliyor. "Nasıl da güzel bir iş" diye düşünürken aslında sadece bir hikaye anlatıyor. İnsanlar otelleri tercih etmiyor sadece iyi anlatılacak bir hikaye anlatıyor. Bazen bir otel ya da barın 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 anlarda gördüğümüz konya denizinde yapılan basit deneyimler oluyor. Bu deneyimler içecekler aracılığıyla yenilebilir hale getiriyoruz. Ya da yerel bir sandviççiyle çalışıyoruz; içeceklerin sunumu veya kullandıkları onun elinden çıkıyor. Sonuç, her şeyle bağlantılı. Hatta tekniği bile buna dahil edebiliriz. Kısacası, her şeyi deneyimle de var ettirebiliriz.

Sürekli seyahat halinde olmak nasıl bir his?

Bu benim seçiminin, hayalimdir. Bazen kendim kendime, çok seyahat ettiğim için sıkıldım diyordum. 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 başlıyorum. Geceyi çok meraklı bir insanım, içki bir çocuk gibi. Bir içkiye ila gittiğimde, hatta içki zaman ila ay boyunca, harıya bile bakmam. Sadıre içiyorum, başlıyorum. Bazen kendimi bilerek keşfetmeye ya bırakırım, hatta bazen bu yüzden başımı belaya bile sokarım. Ama bu benim için keşfetmenin en iyi yolu.

Henüz gitmediğin ama görmek istediğin bir yer var mı?

Japonya. Ama kendimi bildiğim için onay bir iki hafta önce gitmiş olmalıyım. En az ila ila ay ayırmam lazım. Geceyi çok sevdiğim için, her şeyi yapmak istiyordum.

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

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

Türk ile İtalyan kültürlerini birbirine yakın buluyor musun?

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

Hangi yerlerden baskılıyor?

İyi yaşamak için çok benzer. Bir aniyse yaparken hiçbir zaman, "Bunun fiyatı bu, kabul ediyor musun?" diye düşünürken bir evet ya da hayır cevabı almıyım. Mutlaka pozitif oluy. İnsanların birbirine yaklaşıyor da benliyor. Daha sıcak, daha samimi bir etkileşim var.

Senin için adiyet ne ifade ediyor?

Önceden adiyet duygum yoktu. Kendimi tamamen gülece hissediyordum. Ama Bedroom'a taşındıktan sonra bir şeyler değişti. Sadece barman değilim gibi hissetmeye başladım. Belki de aklımın arasında bir Türk var, kim bili? Ama içimde bir barman hissediyordum.

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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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Advertorial



SAILING THROUGH TRADITION WITH
FEDERICO PENZO

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 mixologist, 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 bite-sized 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



Where do you want to go today?

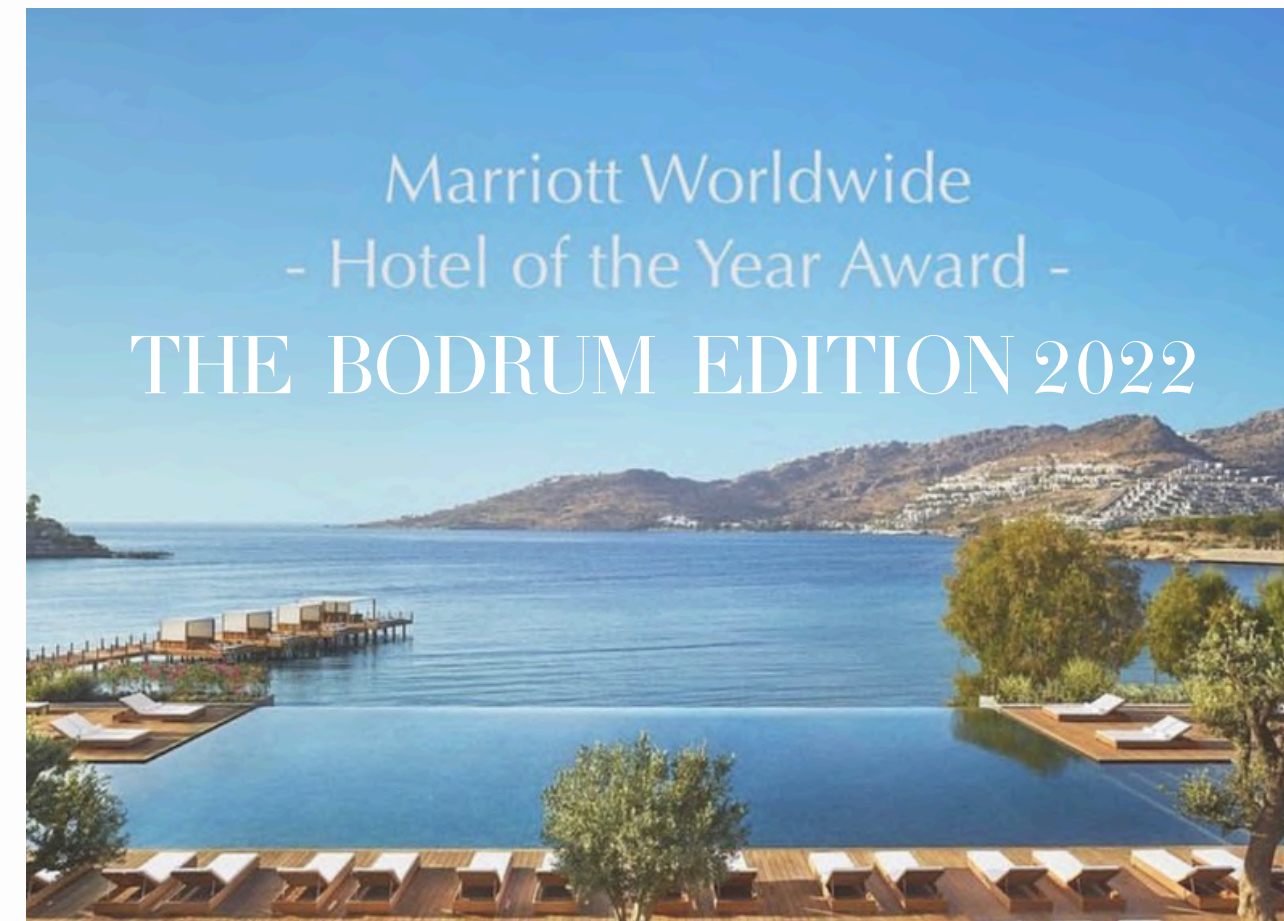


Brava

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 Bars



Marriott Worldwide Award

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