



CHEF FRANCESCO APREDA

Biography



Francesco Apreda was born in Naples on January 18, 1974. His passion for cooking became evident as early as 14 years old, at first with pastry making but soon after taking in its entirety, leading him to make it his life.

He earns his qualification as Chef through the diploma of “Hotel Activities Expert” at the I.P.S.S.A.R. school of Formia.

After various work summer work experiences in 4-star hotels in Italy, he finishes his studies and goes to live in Rome, where he begins working at the Hassler Roma as *Commis* at only 19 years old. After only one year at the historic hotel at the top of the Spanish Steps, he becomes *Chef de Partie*.

The desire to learn and to grow professionally soon leads Francesco Apreda to London, where he will stay for five years, to learn from Europe’s gastronomic capital and its multitude of innovative restaurants and important Chefs. In London, Francesco immediately has two important experiences: work at *Le Gavroche* (2 stars *Michelin* guide) under the guidance of Chef Michel Roux, at *Ibla* as *Sous Chef* and at *Green Olive* as Chef (two Italian restaurants recognized as “*Bib Gourmants*” in the *Michelin* guide).

While in London, Francesco Apreda meets his old school friend, Maurizio Morelli, one of the best-known Italian Chefs in London. Morelli is an important figure for Francesco from a professional point of view, and one from who Francesco learns about a new way of conceiving his dishes: a creative cuisine that nonetheless never loses sight of the traditional basics.

Roberto E. Wirth, President and Managing Director of the Hassler Roma followed the young Chef’s progress choosing to offer Francesco Apreda, at the age of 27, to manage the Imperial Hotel of Tokyo’s new Italian restaurant, *Cicerone*, opened by the Hassler. In Japan, Chef Apreda learns to appreciate the integrity and distinguishing characteristics of each ingredient, as well as new cooking techniques. This experience abroad also leads him to rediscover the value and flavors of Italian cuisine.

In 2003, Francesco returns to Rome on request of Roberto Wirth, who offers him the role of Executive Chef in his illustrious hotel, in order for Francesco to give “new impulse to the kitchen.” He also becomes responsible for the Hassler’s second restaurant, the Salone Eva, as well as all banquet, events and Room Service menus. In 2006 he earns the additional responsibility of managing *Il Palazzetto* Restaurant, also owned by the Hassler Roma, and located a few steps away at the side of the Spanish Steps.

Returning to the Hassler as Chef was the realization of a dream for Francesco Apreda, as well as an important recognition, allowing him to capitalize on the experience gained in England and Japan, giving life to an innovative and creative style that adds value to his solid foundations in Italian cuisine.

Roberto Wirth and Francesco Apreda are also consultants for two Italian restaurants in India: *Vetro* in Mumbai and *Travertino* in New Delhi, both part of the Oberoi chain of hotels.

Awards

In **1996** he received **the bronze medal** in the international competition “**IKKA of Salisburg**”, and in **2003** obtained the “**Sugar Works Certificate**” from **Executive Pastry Chef Mochisuki** in Tokyo.

In **2004**, Francesco received the prestigious “**European Personality 2004**” award by **Rome’s City Government**, recognizing his professional contribution on an international level. Italian restaurant guide authority, Gambero Rosso, in its 2008 edition nominated Imàgo as one of the best new restaurants, earning it prestigious “2 forks” recognition. In November 2008 Imàgo was also assigned its first Michelin star by this prestigious Guide!

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