



Alessandro Borghese

il lusso della semplicità

Subject: Complete Biography

Alessandro Borghese, eclectic and innovative chef.

After graduating from the American Overseas School in Rome, he signed on for three years on cruise ships; his culinary experiences continue in San Francisco, New York, London, Paris, Copenhagen, Roma and Milano, where the headquarter of "AB Normal" is located, his company of Catering and Food Consulting.

The company is active in the world of catering with the brand "Alessandro Borghese - the luxury of simplicity", deals with banqueting and catering for private, public and corporate events.

Talent and **professionalism** are constant qualities in the preparation of the banquet for a tailor-made reception, from the organization to the choice of locations, to the creation of a kitchen line, in consultancy for new restaurant projects and in the creation of menus for unique and special occasions.

Chef Borghese's cuisine, **inventive and generous**, satisfies the palates of those who love refined things, but does not want to forgo tradition and combines the taste of high quality raw materials with refined simplicity in preparing his creations. **AB Normal** presents an innovative business model, strongly integrated and characterized by a structure supported by marketing, carried out by the Multimedia & Publishing division through its own channels: Press Office. TV Programs. WEB channels.

It offers general advice from the creation of the menu to the startup of a restaurant with personalized services, selection of suppliers and staff training.

The artisanal pasta factory opens in **Milano**: "Pasta Fresca - the luxury of simplicity". The lab, that sells directly to the public produces handmade fresh pasta, processed according to the Italian tradition.

Born in San Francisco, promoter of cooking on television; the social rock'n' chef, is one of the three

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

judges of the Italian edition of Junior MasterChef, leads "Alessandro Borghese 4 Ristoranti" and "Alessandro Borghese Kitchen Sound" for the company Sky Italy.

His cooking programs, of which he is also the author, are broadcasted in Italy and abroad.

Passionate about technology has been defined by the national press as the only Italian social chef for the personal management of his social web channels:

[Facebook](#) - [Twitter](#) - [Instagram](#) - [Flickr](#) - [Pinterest](#) - [Youtube](#)

For further information: alessandroborghese.com

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

2020

January is Sigep: Chef Borghese returns to visit the pavilions of the fairgrounds with new and exciting live cooking.

Becomes testimonial for ABB, with #CasaAumentata, presenting to all his followers a new reality of technological house.

The "**Cene a 4 mani**" (4 hands dinners) start: first colleague and friend to share with him his kitchen **Claudio Sadler**: a journey on the tracks of taste.

The 16th of April is on air the episode of **Alessandro Borghese - 4 ristoranti Special The Jackal**, entirely shot inside his restaurant.

On April 25th he is on the front cover of **Corriere della Sera** passionately narrating about restaurants and the catering business as the flagship of his beloved Italy, the BBC chooses Chef Borghese as European chef to talk about the safe reopening of restaurants, analyzing every aspect and emphasizing his point of view.

Alessandro Borghese Kitchen Sound is back with the new episodes on Sky Uno on May 25th.

A new trip around Italy: **Alessandro Borghese - 4 restaurants is back** on Sky Uno on May 28th, starting from Val Badia.

2019

The year starts hitting the ground running, with a new season of **Alessandro Borghese 4 Ristoranti**. In February he becomes the official testimonial of Fielmann, a well-known eyewear brand famous in Italy and abroad.

His empathy sees him protagonist of an episode of **Uomini&Donne** for a very 'spicy' theme: the game of gastronomic seduction.

In June, his program - **#AleKitchenSound** designed for #kids was awarded by the **Moige** with the "**One year of zapping ... and Like!**"

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

On July 24th, in all news-stands, is present his series "**Portami in cucina con te**" ("**Take me to the kitchen with you**") with recipes, mise-en-place, tips and curiosities.

In August he crosses the world to reach Mauritius, signing the dishes of two dinners of the group **Constance Hotels** and providing advice based on the sharing and exchange of experiences and culture in the kitchen.

In November he is chosen by **Tim** for the online advertising of Tim Digital Store.

On December 31st the restaurant **Alessandro Borghese - il lusso della semplicità** goes back in time, proposing an 80s-themed New Year's Eve.

2018

The year opens with a video interview of Chef Borghese for SkyTg24 at his restaurant "Alessandro Borghese - il lusso della semplicità", on the food trends of 2018. He is identified, amongst the "Chefs, authors and activists", as food star by the **Corriere della Sera** editorial.

On 15th January he returns on TV with a new edition of **Cuochi d'Italia** together with Chefs and friends Cristiano Tomei and Gennaro Esposito.

On Tuesday 16th January the fourth season of **Alessandro Borghese - 4 ristoranti** starts on the waters of the sea of Genova.

He is the protagonist of numerous live cooking for the #Sigep2018.

From Chef to teacher, he is invited to narrate his career and experience in class at the **International School of Milan**.

For the 2nd year in a row, he was chosen as the promoter of Italian cuisine by the **IULM** university: the students spent a morning with Chef Borghese's

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

narrations, being able to taste his cuisine directly in his restaurant.

He takes part in **Cibo a Regola d'Arte 2018** to talk about democratic food.

On March 23rd, he visits **Leffe** Abbey in Dinant to learn about the history of beer of which he has become testimonial.

A new season of **Alessandro Borghese Kitchen Sound** starts again on Sky Uno on April 16th.

On April 19th he is back as protagonist of the 2018 edition of the **Salone del Mobile** in Milano.

On May 16th, together with Cristiano Tomei, they sign the menu of the charity dinner for the **San Patrignano** community.

The charisma of Chef Borghese is present also in the new Google ad for #GoogleHome: "let Google do it!"

In September his pen puts his signature on **Cook**, the new Corriere della Sera editorial with food, recipes and passions.

In October the restaurant Alessandro Borghese - **il lusso della semplicità** is inserted in "**Le Guide de l'Espresso**" in the category New Entry.

On October 25th he publishes "**Cacio & Pepe**", his fifth book to be released in all bookstores.

On December 6th, Corriere della Sera sees Chef Borghese 3rd in the ranking of "**The YouTube champions**".

To end 2018, his restaurant organizes the first official **New Year's Eve dinner** ... for an end with a bang!

2017

Opens in Milano the restaurant "Alessandro Borghese - the luxury of simplicity" The restaurant was in my mind since a long time. I had to do it. For my many sustainers and guests who during these years, have enjoyed my cuisine during our private and public receptions. I had to open the kitchen of "AB - the luxury of simplicity" to

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

everybody. In the heart of Milano's City Life. With a huge and marvelous open plan kitchen

The idea comes from the Chef's will of being transparent, in processing the ingredients behind the long tinted glass window, to convey the authenticity of his personality that has always characterized him. So that his guests can savor his creations first with their eyes and then enjoy its tastes.

The renewal project of AB Normal - Eatertainment Company, Alessandro Borghese's company, which deals with Catering and Entertainment, is based on the idea of using the greater amount of elements that distinguish him and combining them in order to create a location in line with his activities and his creativity: outcome of the research and development study of design carried out by the internal offices with the architect Alfredo Canelli together with architect Giovanni Antonelli of Well Made Factory.

A functional space to join in one operational base: the banqueting and catering division, the lab for "Pasta Fresca - the luxury of simplicity" (home made fresh pasta) and the offices of Food Consulting and Designing.

2016

Alexandra, his second daughter is born.

Chef Alessandro Borghese is on air on Sky Uno: every day with "Alessandro Borghese Kitchen Sound". "Alessandro Borghese 4 Ristoranti" broadcasting the second season every Tuesday at 21.10. He is a judge together with Bruno Barbieri and Gennaro Esposito of the third season of "Junior MasterChef Italia". Opens the **Temporary Restaurant - AB the luxury of simplicity** from Thursday, April 7th until the end of June in **Sanremo**, in the Biribissi room inside the splendid Art Nouveau building, which houses the Casino of Sanremo,

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

in the heart of the Ligurian town. A 360° dining experience.

2015

Chef Alessandro Borghese and the taste of his simple and refined cuisine overcome the barriers of live restaurant and TV. From the chef's multitasking idea, "Alessandro Borghese Kitchen Sound" is born, an original and unprecedented gastronomic adventure that starts on 12th June in Milano at dinner, at the **temporary restaurant** run by the chef and the brigade "Alessandro Borghese - The luxury of simplicity", inside the Enterprise Hotel (C.so Sempione 9). High-class cuisine location and set of the original project "Alessandro Borghese Kitchen Sound", the new program of chef Borghese, which narrates the Italian cuisine with 200 recipes to the rhythm of music, broadcasted on **SkyUno HD** and on **Sky on demand** every day from Monday 20th July at lunchtime, and collected in a full menu on Sky On Demand, and available on the web platforms yahoo.it erds.it/lifestyle.

Following the success of the first season of the program, which has become a real cult and an appointment for the whole family, the second season of Junior MasterChef Italy arrives, from 15th April to 10th June 2015 every Wednesday at 21.10 on **Sky Uno HD**, the junior version of the most famous culinary talent show in the world.

The super jury composed by **Bruno Barbieri**, **Lidia Bastianich** and **Alessandro Borghese** is reconfirmed, three chefs who will have to judge and guide the young competitors in this adventure and who have great popularity and credibility on an international level: the star of Italian cuisine in America Lidia Bastianich, winner of the Emmy Award as Outstanding Culinary Host and author of numerous best-sellers, the eclectic Alessandro Borghese, chef with over 20 years of experience and amongst the most loved faces of

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

television and the multi-starred chef Emiliano Bruno Barbieri, former judge of MasterChef Italy. Chef Alessandro Borghese returns on the road in the role of restaurant expert and judge. In the new program Alessandro Borghese 4 Ristoranti, of which he is also the author, broadcasted from 4th March at 21.10 on **SkyUnoHD**, the chef travels Italy from north to south in search of restaurateurs ready to challenge themselves with innovative and traditional recipes, in any case capable of making the most of raw materials: from Milano to Roma, passing through the Romagna Riviera, Salento, Matera, up to the high altitudes in Trentino Alto Adige.

2014

"Bianco d'estate, rosso d'inverno e bollicine tutto l'anno"(A.B.) (*"White in summer, red in winter and sparkling all year round"*)

He is amongst the judges of Junior MasterChef Italy, the local version of the historic cooking show of the BBC, based on the format of MasterChef, readjusted for children and teenagers, broadcasted by Sky Uno.

2013

"The art of food is an adventure of the mind" (A.B.) His second book published by Mondadori arrives: "Tu come lo fai?" ("How do you do it?")

"Chef, how do you do it?". How many times Alessandro hears himself repeat this phrase, on the street, stopping at a traffic light, during his TV broadcasts or in the most disparate situations, by all those people who want his advice on how to cook a certain dish. In his book the answer: an original, elegant and modern interpretation of over a hundred delicious recipes. Friendly, communicative and lover of good music, **Borghese, combines every recipe with a song and proposes what to drink.** It also shares with the reader

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

suggestions and secrets to make each dish a real success.

His first book "L'abito non fa il Cuoco" (the dress does not make the chef) is published in the sixth reprint by Best Bur. "The most fascinating chef on TV teaches how to prepare simple and tasty recipes". (Il Messaggero).

In the same year: Food consulting for "Panino Giusto", historical brand in quality catering sector. The chef creates ad hoc two gourmet sandwiches: "Il Borghese di Pollo" (Chicken Borghese) and the "Borghese d'Estate" (Borghese in Summer) that enrich the rich and greedy menu of Panino Giusto. Chicken Borghese: Chicken ham, broad-leaved rocket, tomato camone variety, mustard-seeded emulsion, lemon and fresh thyme: these are the ingredients of the gourmet sandwich, first of a limited edition series. Borghese in Summer: Low-fat Yogurt, Sugar Loaf salad, Plum tomatoes, Grilled aubergines, Toasted pine nuts, Radish sprouts, Mint, Basil, Extra Virgin Olive Oil, Salt and pepper

"I like being connected to the world, I like to inspire, teach and entertain through the internet: (alessandroborghese.com) and my social networks: (Facebook - Twitter - Instagram - Flickr - Pinterest - YouTube)

Today we have the advantage of having easily accessible, the most modern means of communication of our time. In the net there are many different realities, new social networks are born and applications are created that allow us to work anywhere with a full battery. This world will be always more part of our life. "

2012

His first child Arizona is born.

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

Ale Contro Tutti (Ale Against All) - aired on **Sky**, from Monday to Friday at 19.40. (channel 109 - 110) and on **CieloTv** (channel 126 - 19)

I'm on air on Sky with **Ale Contro tutti** (Ale Against everyone). A real challenge in the kitchen, on the one side families, grandparents, couples and friends with their best dish, on the other there is my revisited variant.

To confer the winner, a jury of lovers of good food composed by two adults and a kid, chosen amongst Sky subscribers. A cooking show that involves also all the friends of my social networks (Facebook - Twitter - Instagram - Flickr - Pinterest - YouTube).

Before the start of each episode, I will give some clues, to lead to the discovery of the song of the day. On the fan page of Sky one, the public can try and guess the musical choice and win points for the final ranking of Ale contro tutti (Ale against all). At the end of the episode, the spectators can try and challenge themselves in a second contest concerning the recipe of the following day; who will have scored the most points, will win a banquet prepared by me.

2011

Today on the TV channel **Real Time**, all his programs are on air. He participated as a juryman to the program aired on Canale Cinque, in the early evening: La Notte degli chef (The night of chefs). And this year Alessandro Borghese cooks directly from his kitchen with the new program for Real Time, of which he is author: "**Cucina con Ale**" (Cook with Ale).

"Directly from my kitchen listening to music, I cook for all tastes. From vegan cuisine, Kosher, vegetarian to that for coeliacs, for children; and of course national and international dishes, for those who love something refined but do not want to renounce the tradition. The luxury of simplicity! (A.B.) "

"It was about time that there was more about cooking on TV. Italy is a country with a high gastronomic

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

tradition, each region has its typical dishes and also between cities there are some recipes that are revisited. I am glad that finally television is giving space to the culture of our kitchen. (A.B.) "

"I am a motorcyclist with the iPod always on, who loves reading the authors of the Beat Generation and who loves surfing in the Bay Area, where my mother's family lives, made up of my grandmother and my uncles and where I still spend my holidays with my wife Wilma to relax and surf in Bolinas. The air in Marin County is milder and warmer ... (A.B.) "

2010

Always with an engaging smile and his innate popularity, in 2010, every Sunday morning, Alessandro cooked for the guests of the Raidue television show: "Ci vediamo domenica" (See you on Sunday).

He conducted the program **Cuochi e Fiamme** (Cooks and Flames) broadcasted on the digital channel la7D. In the same year, he presented the Italian edition of the Bocuse d'Or. Furthermore, on **Real Time**, the new episodes of **Cortesie per gli ospiti** (courtesies for guests) are broadcasted from New York homes.

"New York was a natural choice. When it was decided to export *Cortesie per gli ospiti* (courtesy for the guests), it was immediately thought of in New York, on one side because it represents the real melting pot, on the other because the Big Apple always has a great fascination on people and allows you to work in a context that offers a lot. And then, I was born in the States and I feel at home. (A.B.) "

2009

He marries Wilma Oliverio on July 25th.

He publishes his first book: *L'abito non fa il cuoco. La cucina italiana di uno chef gentiluomo* (The dress does not make the cook. The Italian cuisine of a gentleman chef) (Ed. Rizzoli). Passionate, charming and likeable are

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: +39 02.38251500

Telefax: +39 02.89075939

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

three of the adjectives that best identify **Alessandro Borghese**, who in this book narrates an adventurous life through the words and photographs recovered in the house drawers.

Following him in the chapters of his narration, he also reveals **an unprecedented cuisine with over 50 original recipes** that scent of Mediterranean and of all the flavors of an Italo-Neapolitan-American family: from the fennel velouté with taggiasche olive caviar, to peas cheesecake with caramelized onions, from the sea vignarola to the local version of the fried chicken, to end in sweetness with the white chocolate mousse with orange and mint sauce. Refined and tasty dishes to prepare with quality raw materials, also suitable for those who do not have much time and great familiarity in the kitchen.

Leads the new program for **Real Time**: Fuori menu (Off the Menu). Where amateur chefs challenge themselves in the management of a restaurant. A unique opportunity to demonstrate talent in the kitchen. 2 pairs of competitors, 2 hours for cooking, 90 minutes to serve 20 guests.

"Every trip leaves you great memories and intense emotions. When you travel you visit places far away from home, meet different people, cultures and lifestyles, you can discover different languages, curious habits, unusual traditions; travelling opens your mind and soul. My honeymoon in Hawaii was magical, on the island of Maui a dreamy atmosphere reigns, the setting is idyllic but lively at the same time, the great dormant volcanoes that surround you, the fantastic white sandy beaches, the waterfalls in the tropical jungle and waves for my surf! (A.B.) "

"Because tonight you are our special Off the Menu! (A.B.)"

Take part in deGustibooks 2008, an important fair that takes place every year in Firenze, which brings together food and wine productions and quality books. Alessandro Borghese on show!

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

Another confirmation of the success of the Food shows: Alessandro Borghese performed last night, with his "*Palla di pelle di pollo alla maniera balinese*", (Balinese-style chicken skin ball), a dish that stimulated the curiosity of those present. Interesting is the way Alessandro relates with his audience, a real "stage animal". <We had a great time together>. (Leonardo Romanelli)

2006

He founded Il Lusso della Semplicità (The luxury of simplicity) banqueting'n'catering company and consulting in the field of catering and licensing.

2004

This is the year in which he began his television collaboration with the production company **Magnolia** and the television channel, **Discovery Real Time**. And conducts programs such as: **Cortesie per gli ospiti** (Courtesies for guests), **L' Ost. Cuoco gentiluomo** (Gentleman chef).

"In 2004, I found myself faced with a choice, on one hand the Real Time TV channel, was looking for a chef for the program Cortesie per gli ospiti (Courtesies for guests) and on the other I was asked to leave for China and manage a well-known restaurant. I followed my talent and today I conduct several television programs and I have many friends registered on my website (A.B.)"

"L'Ost made me gain weight, but it was also a very valuable help in my professional growth, making me discover aspects of traditional Italian cuisine that I did not know, and of which I made treasure. (A.B.) "

"If in L' Ost I had to identify in the character of the grandchild who learns from the grandmother the secrets of traditional cuisine, for Cuoco gentiluomo (Chef gentleman) I was asked to lose weight and pull out

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

all my charisma and my charm, to make feel at ease who was in front of me. (A.B.) "

"After cooking in *Cuoco gentiluomo* (Chef Gentelman) and tasting the creations of VIPs in *Chef per un giorno* (Chef for a day), I start another program: Chef a domicilio (Chef at home). It is a kind of a docu-soap made by ordinary people. For supermarkets, amongst the shelves I am looking for someone who wants to leave his kitchen in my hands for a day, from the son who asks to cook for his parents to be forgiven the tattoo just made, to the husband totally unable in the kitchen that wants to surprise his wife with a special dinner! (From the book: *L'abito non fa il cuoco. La cucina italiana di uno chef gentiluomo*).

2000 He returns to Italy and attends the sommelier school. It is during this period that he begins working as a chef in several Roman restaurants. One in particular dedicated to good music and excellent cuisine! "Working in the world of wine is a great way to combine pleasure and duty. Wine is fantasy.

At that time I started playing the saxophone, I was willing to diligently learn the rules to make the instrument sound! Given its complexity, I abandoned after a few lessons. I used to come home too late and on my day off, either I slept or studied my cookbooks. Music is one of my passions, after the kitchen and the bike, I listen to everything mainly Rock! I own more than a thousand music CDs, arranged in the living room in several white libraries with my books on the history of jazz and the biographies of the most famous!

(From the book: *L'abito non fa il cuoco. La cucina italiana di uno chef gentiluomo* (The dress does not make the chef The Italian cuisine of a gentleman chef)

1999 Attends some very important internships in Paris. When you want to explore new gastronomic frontiers, looking for inventiveness for new dishes, often people go to Norway, Spain, England, but before arriving in one of these countries it is mandatory to stop in Paris. This city is a set of traditions and absolute culinary knowledge. (From the book: *L'abito non fa il cuoco. La cucina italiana di uno chef gentiluomo* The dress does

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: +39 02.38251500

Telefax: +39 02.89075939

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

not make the chef The Italian cuisine of a gentleman chef)

1997

He works in the Italian-American district of the city of San Francisco and after a year he leaves for London.

"In San Francisco, I worked in a vegetarian restaurant in North Beach in 1997, I was twenty. The Italian-American district of the city. The sun was setting late and you had to prepare the evening menu, a dish that I liked a lot was the giant onion cut into a grill and then fried whole. Once golden it looked like a very big flower. Cooking is my way of communicating, my instrument of creativity, it is all my being full of spontaneity, mixing incredible flavors with simple but sometimes surprising smells. It's always a challenge ... (From the book: L'abito non fa il cuoco. La cucina italiana di uno chef gentiluomo The dress does not make the chef The Italian cuisine of a gentleman chef)

1994

After graduating from the International School of Rome he signs in on cruise ships and for the next three years he will work in the kitchens. The important experience of navigating the World from one hemisphere to another gives inspiration and creativity to his culinary creations. Here his inclination towards gastronomy is noticed and encouraged by several chefs and it is in this context that Alessandro decides that the passion for cooking would become his job.

"The ship was my home and my moving school. A world made up of many stories. Of loves of one evening. Wrong recipes. Of delicious successes. Unexpected encounters. Of incredible places. Of sincere smiles. Of

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

stories with friends. Of glances with which to share beer and music. Nights lying in bed, imagining one day the text of the menu of: Alessandro Borghese.

On November 30, 1994, I was sailing on the Achille Lauro, off the coast of Somalia, a fire broke out that three days later, on December 2, caused it to sink. I saw the last transatlantic sinking forever, with all the blue beauty of its chimneys (From the book: *L'abito non fa il cuoco. La cucina italiana di uno chef gentiluomo* The dress does not make the chef.) The Italian cuisine of a gentleman chef)

1976

Alessandro Vincenzo Borghese was born in San Francisco on 19th November. Son of the famous actress **Barbara Bouchet** and the entrepreneur **Luigi Borghese**. He has a younger brother named Max.

"When asked, at school, what do you want to do when you grow up? My answers often had vague tones, for a short time the choice was of being a brave fireman and the idea went all the way to the dark but courageous fire eater. Evidently fire and food stimulated by my natural optimism were placed in the best way possible, simply in a kitchen. The same place where as a child, I could deepen the five senses and increase the taste of creating. But there is a precise moment of my childhood, in which I have mixed in the head, the word fire with the verb to eat to realize my true desire: becoming a chef! I was five years old. Every Sunday morning, I woke up very early to watch my father's hands move in absolute safety between stoves, plates and knives.

His smile in describing a recipe, as a special gift, has gradually developed today the way to communicate my work, which transcends the pure cut, slice, whisk: when I cook, I really enjoy it! I love my job. So that's how the purpose of my life started. In the usual and special childhood kitchen, filled in part with my wishes that today, thanks to my stubbornness, my enthusiasm and the teachings of my parents have come true. An extraordinary place, not a place like any other in the

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it



Alessandro Borghese

il lusso della semplicità

house. Perfect for inventions, the right place to use ingenuity for your recipes. (From the book: L'abito non fa il cuoco. La cucina italiana di uno chef gentiluomo The dress does not make the chef The Italian cuisine of a gentleman chef)

AB Normal – S.r.l.

Sede Operativa

Viale Belisario, 3 – 20145 – Milano (Italy)

Telefono: **+39 02.38251500**

Telefax: **+39 02.89075939**

Email: info@alessandroborghese.com

www.alessandroborghese.com

Sede Legale

Via Molino delle Armi, 11 – 20123 Milano (Italy)

Partita I.V.A. / C.F. 07497230966

Capitale sociale € 10.000,00

Rea MI-1962715

Pec: abnormal@legalmail.it