

LORENZO COGO

BIOGRAPHY

Lorenzo Cogo was born in 1986. In the local Veneto dialect, “Cogo” means chef, so perhaps he was born to cook.

The son and grandson of chefs, Lorenzo learned his trade in a number of restaurants in the local area, including his father’s own trattoria, before deciding to take off in the direction of international cuisine, moving to the other side of the world: Australia.

This was where his understanding of cooking began to change, increasingly opening up to international influences. From **Shannon Bennett**’s “*Vue de Monde*”, Australia’s top restaurant, Lorenzo moved on to Sydney, where he worked in **Mark Best**’s famous “*Marque Restaurant*”.

He spent a year in Australia, before returning to Europe to work briefly in “*The Fat Duck*”, Heston Blumenthal’s famous restaurant in London.

He then decided to explore the world of Japanese cuisine, with the great Chef **Seji Yamamoto** of the Michelin three-star “*Ryugin*” restaurant in Tokyo, who taught him the essential techniques for a profound understanding of the raw ingredients and how to prepare Japanese dishes. Japan represented a turning point in Lorenzo’s culinary philosophy, and he remained there for more than six months.

His adventures then continued in Spain, in the Basque Country, at **Victor Arguinzioniz**’s restaurant “*Etxebarri*”, which serves the world’s finest roasts and currently ranks third in the Guide to “The World’s 50 Best Restaurants”. It was here that Lorenzo learned the art of grilling and barbecuing; he remained for two years, becoming Arguinzioniz’s sous-chef.

He also explored the rest of the world, picking up experiences during shorter periods spent in other countries: from Singapore, where he worked with **Ryan Clift** in his “*Tippling Club*”, to Denmark, in **René Redzepi**’s famous, timeless “*Noma*” restaurant.

These international experiences helped him to make his biggest dream come true: to open his own restaurant in the area where he was born.

And thus, in spring **2011**, **El Coq** opened its doors in **Marano Vicentino**, a little town with a population of 10,000. The name of the restaurant sought to express its bond with the local area and raw ingredients.

At the age of just 25, and just a year after opening his own place, Lorenzo became one of the youngest chefs in Italy to be awarded a Michelin star.

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Lorenzo's aim is to bring a new concept to cooking: his approach has been deliberately labelled "*instinctive*", in the sense that it is conceived through knowledge of his resources, his techniques and the local area. It is guided by instinct, but also based on – and inspired by – traditional cuisine.

El Coq is therefore synonymous with, on the one hand, the *local traditions, land and culture*, and on the other, *creativity, passion and an international approach*. This passion explains Lorenzo's bond with the small local farmers, whose produce he chooses daily for his dishes.

His experience and skill have earned him not only widespread recognition in Italy, but also the esteem of his colleagues and experts in the sector worldwide.

On the occasion of **Expo Milano 2015**, he was chosen – along with other 20 figures from all over Italy – as an example of "*Outstanding Skill*" for the Veneto Region, in the Italian Pavilion.

In just five years, El Coq in Marano Vicentino became a benchmark for gourmet tourism, especially in an area that is not widely known and distant from the main tourist and cultural destinations.

In May **2016**, Lorenzo decided to close his restaurant in the Vicenza countryside to move it not to Milan or Venice, but to the nearby city of **Vicenza**: a UNESCO World Heritage site thanks to the architecture of Andrea Palladio, and an important hub along the main communication routes linking northern Italy with the rest of Europe. This choice was motivated by a desire to maintain his faith in the importance of his local area, and above all to maintain continuity with what he had achieved in Marano Vicentino.

July 2016 thus saw the opening of **El Coq Vicenza**, within the prestigious, historical "**Caffè Garibaldi**" in the city's Piazza dei Signori: the perfect stage for the show to continue.

The El Coq gourmet restaurant is housed on the first floor, where it has taken over and opened a dining room that has been renovated throughout, with features as exquisitely, delicately detailed as the culinary creations served there.

The dining room looks onto the masterpiece by Andrea Palladio on the other side of the square, absorbing and reflecting its supreme beauty.

On the ground floor is Caffè Garibaldi, an institution in Vicenza, which has acquired renewed colour and light, with a more modern look. Featuring a pastry counter, café, bistrot and cocktail bar, it has an increasingly central role to play for both the Piazza and the city. In just a year, Caffè Garibaldi earned a place in "Gambero Rosso" Guide as the

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“best bar in Italy”, acquiring a reputation for excellence thanks to its impressive variety of products and top-quality services.

El Coq in Vicenza is the perfect blend of research, quality and culinary experimentation with the art, tradition and magnificent beauty of Palladian architecture, the symbol of Vicenza.

The end of 2020, following the complex period the world had entered as a result of the pandemic, marked a new chapter in the story of Le Coq with the closure of the restaurant in Vicenza to allow Chef Lorenzo Cogo to concentrate on new consulting projects.

“**Foodcolor**” was thus established in January 2021. The agency seeks to work with the food business market, liaising between companies looking to invest in the construction of a stable, lasting project, and talented **young up-and-coming professionals** aspiring to work and to develop in a reliable, far-sighted context.

Foodcolor is made up of a group of professionals that offer the world of catering all their experience acquired over a decade in the sector. The team’s aim is to help entrepreneurs and professionals pursue their objectives by offering new employment opportunities and assistance with human resources, strategies, marketing and communication, kitchen and restaurant operations, containing costs and studying new formats.

It was Foodcolor that led to the opening in **Venice**, in February 2022, of “**Dama**”, within the 5-star “Cà Bonfadini” hotel in the splendid Cannaregio district. This marvellous new restaurant embraces the Venetian Lagoon and all its products, while also maintaining a close eye on experimental cuisine. It did not take long for Dama to be featured in the most prestigious gourmet food guides in Italy.

This consulting adventure with **Dama Restaurant** came to an end in late 2023, after almost two years marked by numerous successes and an important position on the fine dining scene of the city of Venice.

In addition to consulting, Lorenzo continues to carry out his traditional activity, alongside his father, in **Trattoria dal Cogo**, the family restaurant in Thiene, where he is studying and offering a new menu with traditional Vicenza dishes, as well as supervising the restyling of the dining room.

And then there is Lorenzo’s very own new brainchild: “**Lorenzo Cogo Social Club**” in Schio, where he studies his experimental cuisine. This is a catering concept never witnessed before on the Italian or international scene. This truly exclusive rooftop restaurant with swimming pool is Lorenzo’s “home”, featuring everything he is passionate about, such as motorbikes, cycling, cooking and videogames; a place where Lorenzo and his staff offer top-level experimental cuisine for a select group of people. The Social Club is open to groups, as well as couples who fancy sharing a table with new

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people and revelling in the experience offered by Lorenzo's sophisticated dishes.

2023 witnessed the début of the **“LOCO” gourmet soup** project.

Lorenzo's aim was to gain a foothold in the world of mass retail, with a product new to the market that would bring his research and culinary talent into the kitchens of millions.

Created to be enjoyed on those days when time for proper, healthy eating is scarce, it is a perfectly balanced, high-protein meal that makes a top-quality taste experience available to everyone.

LOCO (from the name **Lorenzo Cogo**, but also meaning “crazy”, just like the project) is the result of five years of studies, recipes and tests. It is a tasty, freeze-dried soup made from top-quality Italian ingredients and able to satisfy even the most sophisticated palate.

It takes just **3 minutes to prepare**: open the pack, pour the contents into a pan or bowl, bring to the boil on the hob or in the microwave, wait for 3 minutes and enjoy. A really simple way even for those who don't enjoy cooking to prepare a complete, perfectly balanced, healthy meal.

The soup is currently available in three varieties: **tomato, olive, basil and lemon**, with a simple yet intense, distinctly Italian flavour created thanks to the sharp taste of the tomato and the freshness of the lemon;

spinach, hazelnut and truffle, the most “gourmet” of the three, for fans of truffle and hazelnuts, and lastly, **pumpkin, carrot, peanut and orange**, the sweetest and most colourful of the range, offering those who love pumpkin and peanuts a perfect compromise between sweetness and crunch.

LOCO is also vegan, lactose-free and gluten-free. The range seeks to offer a healthy, balanced alternative to the ready meals already on the shelves of major retail chains, for a different approach to the monotony of restricted diets.

LOCO comes in single-serving portions suitable for 1-2 people. The addition of 300 ml of water to the 100-gramme pack provides a healthy, tasty meal with approximately 400 kcal.

The packaging is colourful, fun and stands out on the shelf. The convenient pack can be taken anywhere. It does not need to be kept in the fridge, so it can be stored for more than 8 months after purchase.

LOCO is currently exclusively available in **all PAM Panorama d'Italia supermarkets**, in the Famila and Emisfero supermarkets of Unicom group, and can also be purchased online from the website; it will soon also be available in other supermarket chains.

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AWARDS, ACCOLADES AND CONGRESSES

2011

- “*International Career Award*” at “Lo Mejor de la Gastronomía” Congress in Alicante (Spain)
- “*Best new restaurant of the year*” at “Identità Golose” Congress in Milan (Italy)

2012

- 3rd place at “*Best Young Chef of the World*” in San Pellegrino as the representative of Italy
- Guest Chef at “Omnivore” Congress in Paris (France)
- Guest Chef at “Omnivore” Congress in Moscow (Russia)
- Guest Chef at “Identità Golose” Congress in Milan (Italy)
- Guest Chef at “Chef Cup” in Alta Badia (Italy)
- Guest Chef at “Festa a Vico” in Vico Equense (Italy)

2013

- “*Performance of the year*” accolade - Guida Espresso
- “*Michelin Star*” EL COQ restaurant in Marano Vicentino - Michelin Guide
- Guest Chef at “Madrid Fusion” Congress (Spain)
- Guest Chef at “Omnivore” Congress in Marseille (France)
- Guest Chef at “Identità Golose” Congress in Milan (Italy)
- “*Tomorrow's Top Chef*” accolade - Touring Club Guide (Italy)

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2014

- Guest Chef at “World Gourmet Summit” in Singapore
- Guest Chef at “Gastronomika” Congress in San Sebastian (Spain)
- Guest Chef at “Identità Golose” Congress in Milan (Italy)

2015

- Guest Chef at “Identità Golose” Congress in Milan (Italy)
- Guest Chef at “Identità Golose” Congress in New York (USA)
- Ambassador at EXPO 2015 for “L’eccellenza del Saper Fare” (Outstanding Skill) for the Veneto Region
- Guest Chef at “Fontegro” Congress in Kyiv (Ukraine)
- Guest Chef at “Sani Gourmet Festival” Congress in Thessaloniki (Greece)
- Guest Chef at “Melbourne Food and Wine Festival”

2016

- “*Michelin Star*” reconfirmed for EL COQ restaurant Marano Vicentino - Michelin Guide
- Guest Chef at “Horeca Kuwait” Congress
- Guest Chef at “Horeca Lebanon” Congress

2017

- “*Best Chef Under 35*”, Food Community, Milan (Italy)

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2018

- Guest Chef at Care's, Alta Badia (Italy)
- Love Italian Life, Dublin (Ireland)
 - *"Best Contemporary Italian Restaurant"*
 - *"Best Contemporary Restaurant in the Veneto Region"*
 - *"Best Contemporary Italian Dish"*
- Speaker for TEDX, Rovigo (Italy)

2019

- Guest Chef at Care's, Alta Badia (Italy)

2022

- **"Innovation"** award for Cook Corriere with "Lorenzo Cogo Social Club"