FOOD, HOSPITALITY & HEALTH



INTRODUCTION

A DIFFERENT PERSPECTIVE ON HEALTH, FOOD AND HOSPITALITY.

HERE ARE SOME OF THE MAIN PROJECTS DEVELOPED OVER THE LAST THREE DECADES.

ENJOY IT!





CONTENTS

- INTRODUCTION
- CONTENTS
- ACADEMIC BACKGROUND
- ORIGINS AND ROOTS
- DOSSIER OVERVIEW
- HONOURS, TROPHIES, AWARDS AND PUBLIC RECOGNITION
- SELECTED CASES / SELECTED CLIENTS
- ADVERTISING CAMPAIGNS
- FOOD INCLUSION
- BOOKS AND WORKS
- SEGATINHO
- TV, MEDIA
- INNOVATION AND DESIGN
- EVENTS
- PRESENTATIONS AND CONFERENCES
- CONSULTING AND COACHING
- WORKSHOPS
- SEMINARS
- VOCÊ CHEF MULTIPLATFORM
- EXPERIENTIAL MARKETING
- REFLECTIONS
- PILLARS

ACADEMIC BACKGROUND

- Hotel management, tourism and hospitality in Adria (RO), Italy;
- Languages in Munich, Germany;
- Predictive Index (P.I.) analyst (American military tool for HR personality profiling);
- Negotiating Strategies course, University of California, Berkeley – CA (USA);
- NLP (Neuro-Linguistic Programming), development and leadership – INEXH – Brazil;
- MASTER RESTAURATEUR course
- Professional Presentations course
- English immersion – EF – Manchester – UK
- 36 years of experience in hospitality, industry, consumer services and service quality, with innovation, wellbeing, creativity and pioneering work as pillars;
- Author, co-author and contributor to 13 books;
- Creator and promoter of the Você Chef app for teaching and promoting culinary culture;

ORIGINS – ROOTS

ITALIAN BY BIRTH AND AT HEART,

PRESERVING THE ESSENCE OF ITALIAN IDENTITY IN EVERYTHING HE DOES.

"I HAD THE IMMENSE PLEASURE OF BEING BORN AND SPENDING MY CHILDHOOD IN AN EXTREMELY PRIVILEGED PLACE AND FAMILY, WHICH GAVE ME A SOCIOCULTURAL, ETHNIC AND GASTRONOMIC EDUCATION THAT IS UNPARALLELED TODAY;

PRODUCTS SUCH AS CURED MEATS, WINE AND PRESERVES, AMONG OTHERS, WERE MADE REGULARLY, INVOLVING THE WHOLE FAMILY!







DOSSIER OVERVIEW



- SUMMARY:

  Chef with over 36 years of experience in services, wholesale, retail and consumer support; Board member providing an external perspective to a group of 21 large companies across different sectors, with over 21,000 employees, for more than 6 years. Diverse entrepreneurial and leadership experience over the last 15 years.

- KEY QUALITIES:

  Effective problem solver (Solutions Architect) – Strong leadership and teamwork – Quick and easy learning – Outstanding planning skills – Engaging and passionate public speaking – Confident management of extreme crises – Sensitivity to clients' needs – In-depth knowledge of branding, naming and brand positioning at the point of sale, and expertise in the luxury market.

PROFESSIONAL EXPERIENCE: (TIMELINE)

- Brazil – Magô and Pinq – Iconic Japanese and Italian restaurant in São Paulo with an event venue – 19–25
- Chef, passionate entrepreneur, book author, consultant, speaker, lecturer and philanthropist – 97–Present
- Brazil – Television presenter of the daily programme VOCÊ CHEF on Band News / Band International – 12–17
- Brazil – Vice-President of LIDE SP1 (Business Leaders Group) – 13–14
- Brazil F.F.C. (FIFA Confederations Cup Brazil 2013): FIFA–MATCH appointed me to implement Brazil's first major hospitality programme and make it profitable; a challenge successfully met with an exceptional team! Of the 6 venues, I personally managed the top 5 – 13–14
- M.I.T.S. (Mobile Intelligent Teaching System) – 10–12 – Florida, USA. Mobile enterprise for educational development;

DOSSIER OVERVIEW
PART II

PROFESSIONAL EXPERIENCE: (TIMELINE)



- SEGATO GROUP – Brazil – 00–12
  Chef and entrepreneur of a group comprising 2 factories, 4 restaurants, 1 café open 24 hours and 3 fresh pasta workshops within the Rede Pão de Açúcar supermarket chain; from 2003 to 2006 (the year it was sold), one factory became the leading private-label supplier to Grupo Pão de Açúcar, one of the largest groups; led a team of over 650 employees;

- Alessandro Segato Haute Cuisine Atelier for gourmets – SP, Brazil – 99–03
  Chef and owner of the gourmet school, a pioneer in teaching and promoting Italian identity and its entire culture in Brazil;

- FRANCESCA Import & Export – SP, Brazil – 97–99
  Chef and owner of the Francesca import company, specialising in food and beverages for the luxury market. In 3 years, we traded over 300 containers of Italian products – Premium Made in Italy;

- 7 Day Diet Italian – Polishop – SP, Brazil and Aspen, USA – 97–99
  Chef who developed the world's first major 100% organic metabolic diet, alongside the Father of Metabolic Nutrition, Gery Smith, and three-time F1 world champion Emerson Fitipaldi. The project was initially intended to last eight months, but its success in the USA and Latin America extended it to two and a half years;

- TAM / LATAM- 97-02
  Chef responsible for creating, developing, training, implementing and auditing the entire onboard food and beverage service concept for all TAM international flights (now LATAM) from its launch, alongside the company's founder, Commander Rolim, with particular attention to the Miami / Frankfurt / Milan / Paris / London / New York bases. The training videos I developed are still used today by the leading airline in the Southern Hemisphere;

- GIANCARLO BOLLA GROUP – SP, Brazil – 97–00
  Chef responsible for all menus, quality, customer care, services and entertainment across all group venues; highlights include 2 festivals and exchanges with Chef Alain Ducasse; led a team of over 270 employees;

DOSSIER OVERVIEW
PART III

PROFESSIONAL EXPERIENCE:

(TIMELINE)



- **FASANO GROUP – SP, Brazil – 94–97**
  Chef responsible for designing, implementing and opening the group's second venue;
  for planning, structuring, execution and training at the production centres (pastry / fresh pasta workshop / bakery / ice cream production), and for expanding the group's other venues;
  Led a team of over 220 employees;

- **Il Borgo Restaurant – Munich, Germany – 94**
  Head Chef – Led a team of 5

- **Master's Home Restaurant & Bar – Munich, Germany – 93**
  Sous-Chef de Cuisine – Led a team of 5

- **Casale Restaurant – Munich, Germany – 92**
  Chef de Partie

- **Al Pino Restaurant (voted the best Italian restaurant in Germany) – Munich – 90–91**
  Chef de Partie – Led a team of 3

- **Chez Serge Restaurant (1 Michelin star) – La Rochelle, France – 88**
  Kitchen assistant and assistant antiques buyer for the antiques shop belonging to the restaurant's owner;

DOSSIER OVERVIEW
PART IV

PROFESSIONAL EXPERIENCE: (TIMELINE)



- Pizzeria – Rovigo, Italy – 87–88
  Assistant waiter
- Harvests – Assisted with growing grapes, tomatoes and other seasonal fruit – 85–87

EDUCATION:

- Hotel studies – I.P.S.SA.R. – Adria – IT – 90
- Languages – Goethe Institute – Munich – DE – 93
- P.I. Analyst (Military HR Tool) – Psychology / Anthropology – SP – BR – 03
- Negotiating Strategies – University of California, Berkeley – CA – USA – 04
- Fluent in Italian (native language) and Portuguese
  Intermediate English (B2),
  Spanish, German, French and several Italian dialects;
- Software: senior expert in leading market software and marketing tools, and mobile app developer;

DOSSIER OVERVIEW
PART V

VOLUNTEERING / OTHER INFORMATION:



- ✣ Board member (Food Patron), NGO APAE SP – Since 2010
- ✣ Board member, NGO Ação Criança – 2007–2008
- ✣ Knight, as an advocate for the worldwide eradication of polio – Appointed by Rotary International – 10
- ✣ Knight of Peace, appointed by the United Nations Peace Forces – UN – 13 / 14
- ✣ Commander, appointed by São Paulo City Council – 11
- ✣ Grand Cross of Merit, awarded by the São Paulo State Government – 16
- ✣ Vice-President of the Brazil–Guinea-Conakry Chamber of Commerce – Since 2013
- ✣ Author and/or co-author of 13 books
- ✣ Open Water diver – Since 2009
- ✣ Skydiver (trainee)
- ✣ 22 hours of helicopter flying (trainee)
- ✣ Passionate motorcyclist since ’94
- ✣ High-speed driving course – F1 – Interlagos – 00/01
- ✣ Poet (26 poems written) ✣ Sculptor (12 sculptures created and over 200 supervised)



Social networks

- https://www.facebook.com/alessandro.segato
- https://twitter.com/#!/AleSegato
- http://instagram.com/alessandrosegato
- https://www.youtube.com/channel/UCJ6LTuTgVb42lAkiFEKFMBw
- http://www.linkedin.com/profile/view?id=59892775&trk=tab_pro
- http://www.youtube.com/user/segato2000?feature=mhee

SELECTED CASES / SELECTED CLIENTS
WE HAVE TRANSFORMED

- 7 DAY DIET ITALIAN
  (with Gary Smith, Emerson Fitipaldi, Giancarlo Bolla, Polishop)
- TAM / LATAM
- OMINT SAÚDE
- FIFA
- LIDE (João Doria Jr.)
- APAE
- GRUPO PÃO DE AÇÚCAR
- UNILEVER – OMO
- EDITORA ABRIL
- WHIRPOOL / BRASTEMP / KITCHEN AID
- PORTO SEGURO
- FIESP – SESI – SENAI – IRS
- SAP
- TURNER
- VW
- TELEFÔNICA – VIVO NEXTEL
- PILSBERRY – FRESCARINI
- TV GLOBO
- FIAT
- FEDERAL GOVERNMENT
- Oi

7 DAY DIET ITALIAN

1997 → 1999







AT THE INVITATION OF THREE-TIME FORMULA 1 CHAMPION EMERSON FITTIPALDI AND POLISHOP FOUNDER JOÃO APPOLINARIO, ALESSANDRO, TOGETHER WITH HIGH-PERFORMANCE COACH GARY SMITH, DEVELOPED THE WORLD'S FIRST 100% ORGANIC METABOLIC WEIGHT-LOSS PROGRAMME;

- ✓ PIONEERING
- ✓ SALES CASE STUDY

TAM – LINHAS AÉREAS (LATAM)



1997 → 2002







CHEF RESPONSIBLE FOR CREATING, DEVELOPING, TRAINING, IMPLEMENTING AND AUDITING THE ENTIRE ONBOARD FOOD AND BEVERAGE SERVICE CONCEPT FOR ALL TAM INTERNATIONAL FLIGHTS (NOW LATAM) FROM ITS LAUNCH, ALONGSIDE THE COMPANY'S FOUNDER, COMMANDER ROLIM, WITH PARTICULAR ATTENTION TO THE MIAMI / FRANKFURT / MILAN / PARIS / LONDON / NEW YORK BASES. THE TRAINING VIDEOS DEVELOPED ARE STILL USED TODAY BY THE LEADING AIRLINE IN THE SOUTHERN HEMISPHERE;

- ✓ WORLD AWARD FOR QUALITY AND BEST ONBOARD SERVICE

FIFA

2013 → 2014







BRAZIL F.F.C. (FIFA CONFEDERATIONS CUP BRAZIL 2013):

APPOINTED BY FIFA–MATCH TO IMPLEMENT BRAZIL'S FIRST MAJOR HOSPITALITY PROGRAMME AND MAKE IT PROFITABLE; A CHALLENGE SUCCESSFULLY MET WITH AN EXCEPTIONAL TEAM!

- ✓ SALES CASE STUDY / SALES CASE STUDY
- ✓ SATISFACTION CASE STUDY / SATISFACTION CASE STUDY

LIDE

VICE-PRESIDENT

2013 → 2014







LIDE BUSINESS LEADERS GROUP, PRESENT IN 18 COUNTRIES

HOSPITALITY CONCEPT IMPLEMENTATION

800% INCREASE IN REVENUE

- ✓ INNOVATION
- ✓ SALES CASE STUDY
- ✓ SATISFACTION CASE STUDY

IMMERSIVE AND SENSORY EXPERIENCES

OMINT SAÚDE



✓ SATISFACTION CASE STUDY

✓ TEAM INTEGRATION CASE STUDY

ADVERTISING CAMPAIGNS

- UNILEVER - OMO
- DE CECCO
- PERDIGÃO
- RATIONAL
- POLISHOP
- VOGUE RG
- HERING - PUC
- BE DIET
- TAM
- VISA
- MR. COOKIE'S
- APAE
- FOME ZERO
- ALIMENTE-SE BEM
- AMEX

ADVERTISING CAMPAIGNS

UNILEVER CAMPAIGN

OMO ‘DIRT IS GOOD!’





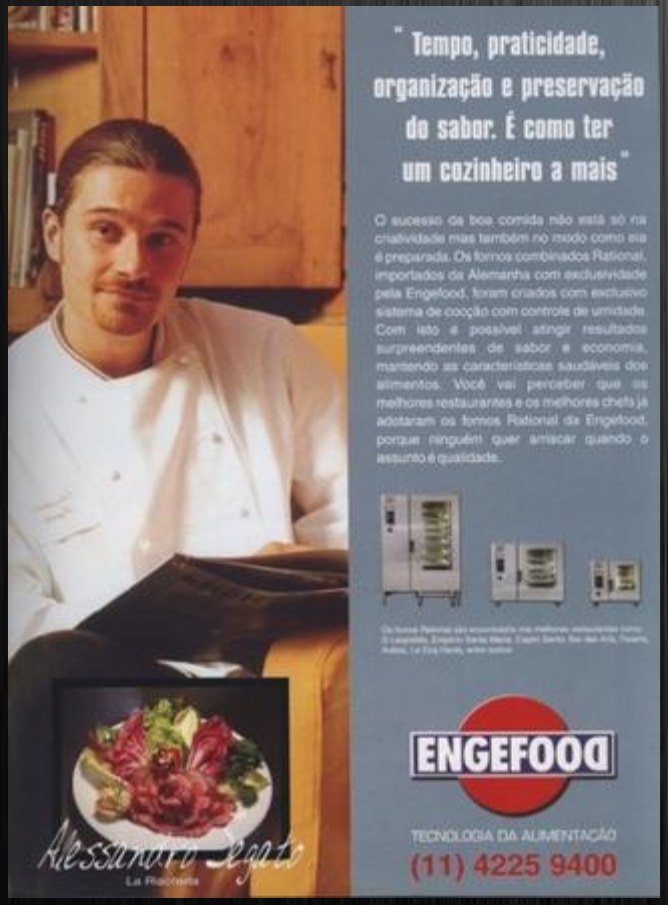





- ✓ PIONEERING
- ✓ SATISFACTION CASE STUDY

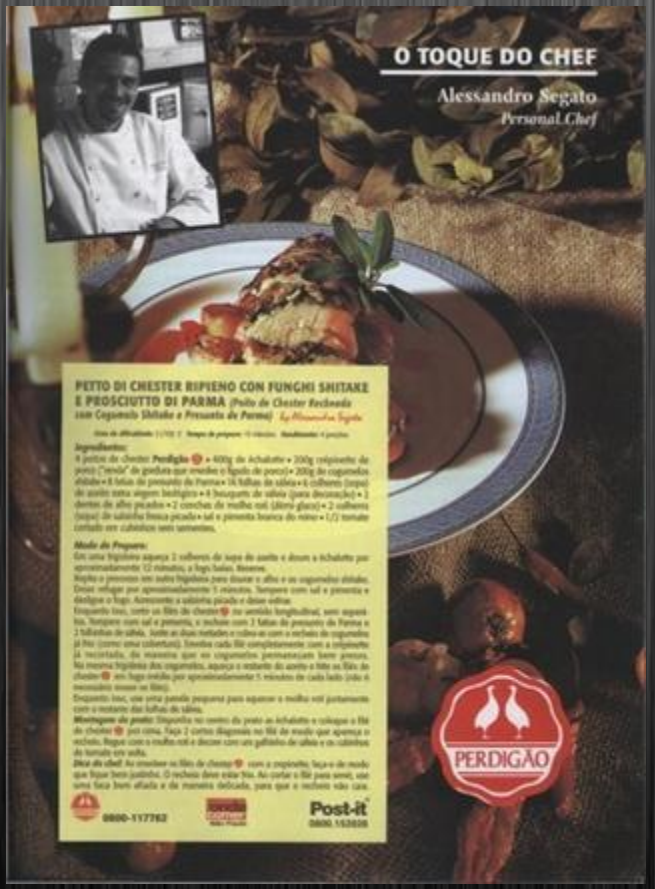
RATIONAL (GERMAN COMPANY)

(WORLD LEADER IN COOKING TECHNOLOGY)



- ✓ PIONEERING
- ✓ SATISFACTION CASE STUDY
- ✓ SALES CASE STUDY
- ✓ TEAM INTEGRATION CASE STUDY

PERDIGÃO



- ✓ SATISFACTION CASE STUDY / SATISFACTION CASE STUDY

DE CECCO



- ✓ SALES CASE STUDY
- ✓ SATISFACTION CASE STUDY

POLISHOP



- ✓ SATISFACTION CASE STUDY
- ✓ SALES CASE STUDY

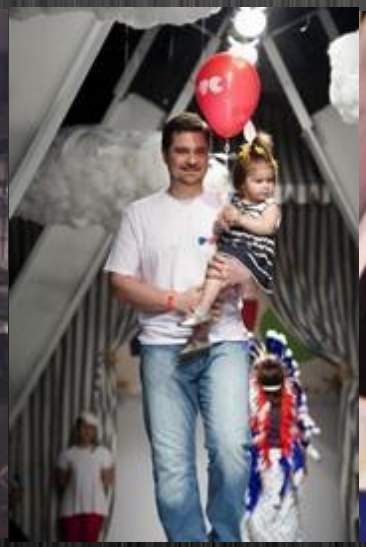


MISSONI



ARMANI

VOGUE RG



PUC





HERING



ARAMIS

PÃO DE AÇÚCAR GROUP





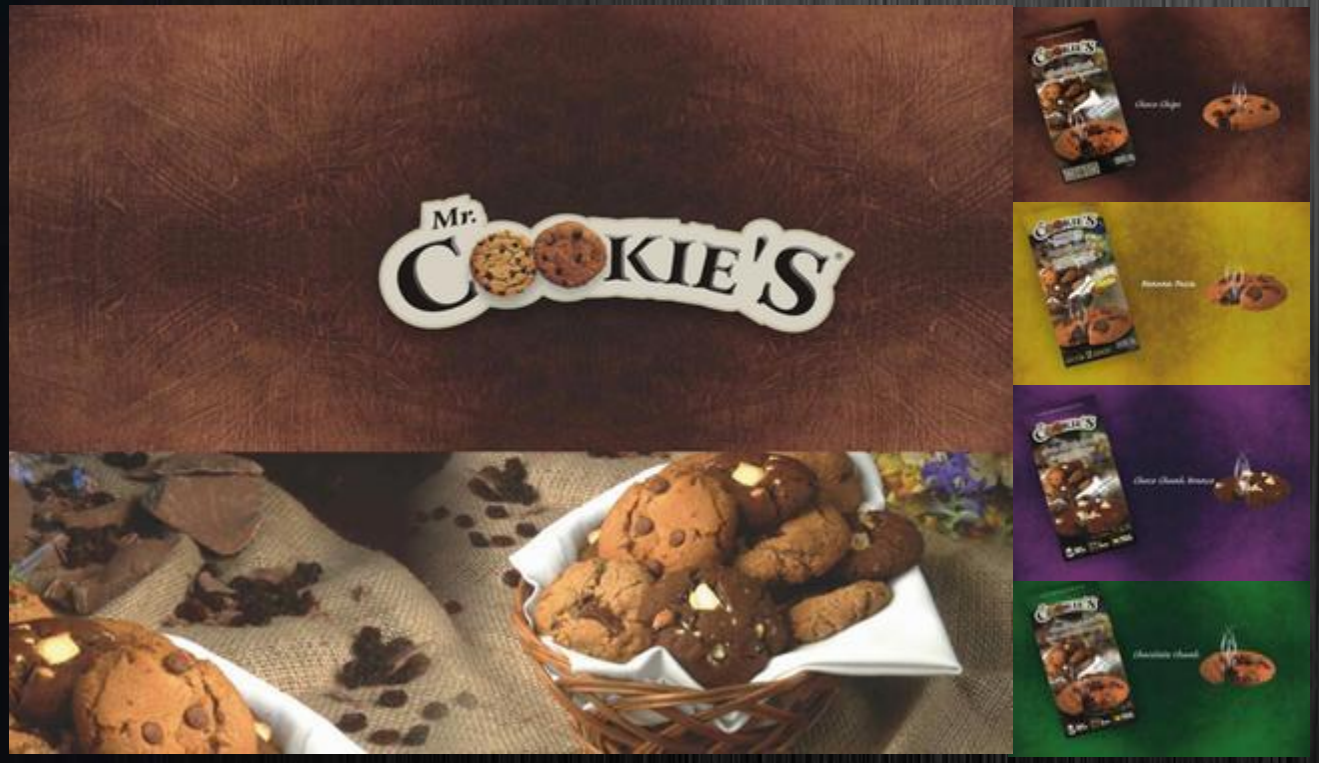






- ✓ INNOVATION – TECHNOLOGY
- ✓ ACQUISITION / MERGER CASE STUDY
- ✓ SALE CASE STUDY
- ✓ COST SAVINGS CASE STUDY
- ✓ BETTER WORLD AWARDS – PACKAGING (LONDON)
- ✓ SATISFACTION CASE STUDY

MR. COOKIE'S



- ✓ PIONEERING
- ✓ SALES CASE STUDY

BE DIET



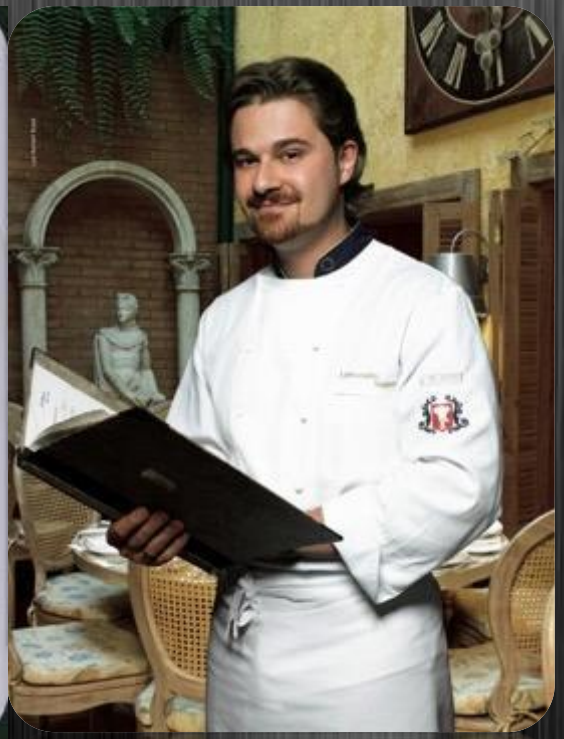
- ✓ SATISFACTION CASE STUDY

VISA

RECOGNITION







FOOD INCLUSION
THIRD-SECTOR ORGANISATIONS

- APAE
- FOME ZERO
- AÇÃO CRIANÇA
- GRAACC
- MÃO AMIGA
- VELHO AMIGO
- HOPE
- AACD
- MENINOS DO MORUMBI
- SEGATINHO – UN
- ALIMENTE-SE BEM
- FOME ZERO
- CHEFS ESPECIAIS
- RONALD MC DONNALD

FOOD INCLUSION
THIRD-SECTOR ORGANISATIONS

ACTIVELY INVOLVED SUPPORTER AND

PHILANTHROPIST







- INSTITUTO CHEFS ESPECIAIS

(SINCE ITS FOUNDATION ALMOST 20 YEARS AGO);






FOOD INCLUSION
THIRD-SECTOR ORGANISATIONS

ACTIVELY INVOLVED SUPPORTER AND

PHILANTHROPIST













- CASA HOPE
- AACD
- INSTITUTO RONALD MC DONNALD

FOOD INCLUSION
THIRD-SECTOR ORGANISATIONS

ACTIVELY INVOLVED SUPPORTER AND

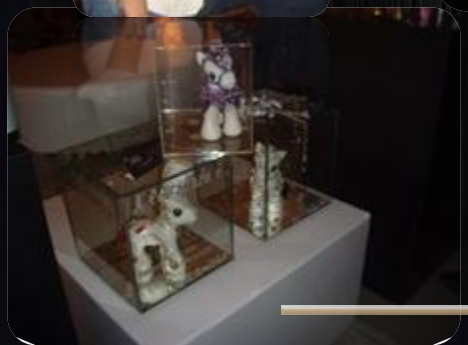
PHILANTHROPIST

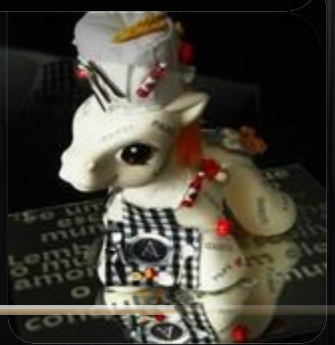












- AÇÃO CRIANÇA FOUNDATION

  (AND BOARD MEMBER)

FOOD INCLUSION
THIRD-SECTOR ORGANISATIONS

ACTIVELY INVOLVED SUPPORTER AND

PHILANTHROPIST



- MENINOS DO MORUMBI FOUNDATION

HIGHLIGHTED WORK IN THE PARAISÓPOLIS FAVELA IN SÃO PAULO, WHERE HE PERSONALLY CREATED 12 SCULPTURES AND TAUGHT CHILDREN AGED 8 TO 14 TO MAKE ANOTHER 220 SCULPTURES FROM SCRAP AND KITCHEN UTENSILS IN SIX MONTHS; THESE WERE LATER AUCTIONED AND SOLD TO ARTISTS AND CELEBRITIES;

FOOD INCLUSION
THIRD-SECTOR ORGANISATIONS

ACTIVELY INVOLVED SUPPORTER AND

PHILANTHROPIST













ESTADÃO MULTI-SPECIAL WORKSHOP

HE ACCEPTED AND COMPLETED THE CHALLENGE PROPOSED BY ONE OF BRAZIL'S LARGEST MEDIA ORGANISATIONS: AN INCLUSIVE FOOD WORKSHOP BRINGING TOGETHER CHILDREN WITH DOWN SYNDROME OR CEREBRAL PALSY, DEAF, NON-SPEAKING AND BLIND CHILDREN, AND CHILDREN WITHOUT COMORBIDITIES OR SYNDROMES, ALONG WITH THEIR FAMILIES;

WITHOUT DOUBT, ONE OF THE MOST ENRICHING EXPERIENCES!

ST. PAUL'S SCHOOL

CHEF MENTOR

2003 TO 2019









- ST. PAUL'S SCHOOL FOUNDATION

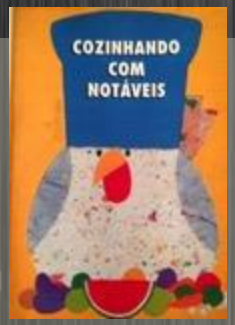
FOR 17 YEARS, HE ACTIVELY PARTICIPATED AS A GUEST CHEF MENTOR AT ST. PAUL'S SCHOOL (THE ONLY BRITISH SCHOOL RECOGNISED BY THE BRITISH CROWN IN THE AMERICAS);

BOOKS, WORKS...

Alessandro · Segato
Identità di Momenti

13 PUBLISHED BOOKS



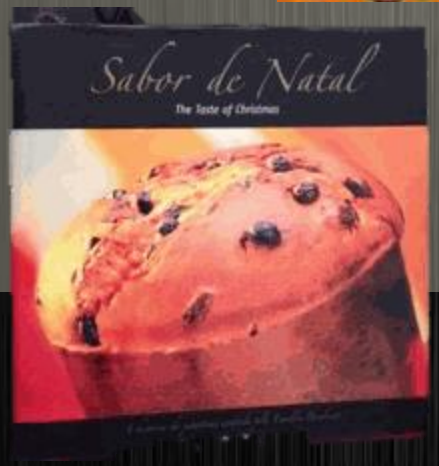
















- ✓ AUTHOR
- ✓ CO-AUTHOR
- ✓ CONTRIBUTIONS

BOOKS, WORKS...

SPECIAL HIGHLIGHT

2015



SPECIAL HIGHLIGHT: THE BOOK COMMISSIONED BY FIAT AS A TIMELESS GIFT FOR ITS 10,000 TOP CLIENTS WORLDWIDE.

FLAVOURS AND THEIR MOMENTS







BOOKS, WORKS...

SPECIAL HIGHLIGHT

2013



SPECIAL HIGHLIGHT: THE BOOK COMMISSIONED BY BAUDUCCO ON THE STORY OF THE ITALIAN IMMIGRANT IN BRAZIL WHO BECAME THE WORLD'S LARGEST PANETTONE PRODUCER.

THE TASTE OF CHRISTMAS

BOOKS, WORKS...

SPECIAL HIGHLIGHT

2014



SPECIAL HIGHLIGHT: THE BOOK COMMISSIONED BY THE BRAZILIAN GOVERNMENT, WITH GLOBAL SPONSORSHIP FROM CITIBANK AND REDECARD, ON THE REMARKABLE HISTORY OF ITALIAN IMMIGRANTS AND THEIR CUISINE IN BRAZIL.

BRAZIL HAS THE WORLD'S LARGEST ITALIAN COMMUNITY, WITH MORE THAN 33 MILLION ITALIAN PASSPORTS ISSUED TO ITALIAN-BORN PEOPLE AND THEIR DESCENDANTS.

ITALIAN CUISINE IN BRAZIL

SEGATINHO



AFTER 13 YEARS OF RESEARCH AND WORK, IN NOVEMBER 2013 THE UN PEACE FORCES RECOGNISED THE EDUCATIONAL PROJECT AFFECTIONATELY KNOWN UNTIL THEN AS SEGATINHO (AN EDUCATIONAL TOOL TO HELP ELIMINATE ADULT ILLITERACY THROUGH FOOD AND CHILDREN AS VIRAL VECTORS), GRANTING IT RECOGNITION. IN FEBRUARY 2014, ALESSANDRO WAS APPOINTED PATRON AND FOUNDER OF THE PROJECT.







SEGATINHO




PARCO
GIOCHI


As Deliciosas Aventuras de
SEGATINHO
Style Guide


As Deliciosas Aventuras de
SEGATINHO

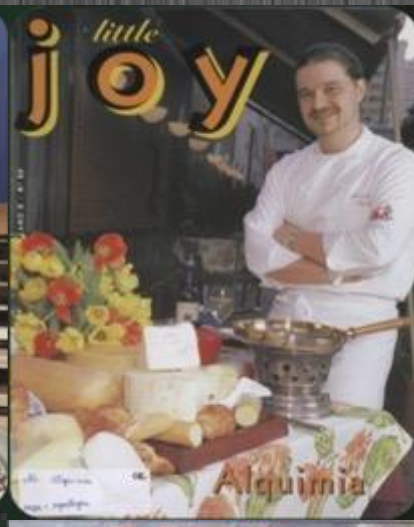
TV, MEDIA...


veja
São Paulo
A MOÇADA DAS PANELAS
O estilo e as receitas dos jovens chefs de sete restaurantes da moda


comer
Exotismo
Bares Temáticos
Happy Hours
O MAGO DOS RISOTOS COM AS MÃOS NA MASSA

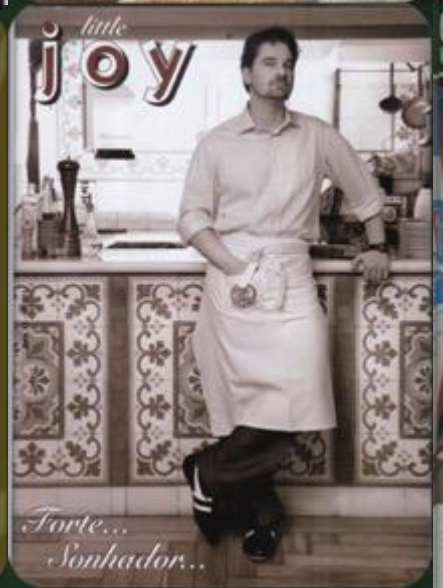

Gastronomia
VINHOS
Alessandro Segato
O JOVEM CHEF SE CONSOLIDA COMO
GRANDE EMPREENDEDOR


comer
MEL, uma doce e nutritiva mania
PÃO, o símbolo da vida e da partilha
BATATA, a grande dama da cozinha
E MAIS: drinques clássicos e receitas inéditas
Alessandro Segato e Engefood


little
joy
Alquimia


FOOD
express
IDÉIAS para FATURAR no VERÃO
Lucre com SALADAS
Escolha o ponto ideal para o seu negócio
Ganhe dinheiro com SANDUÍCHE
Turismo: ganhe seus hóspedes pelo estômago
Café Colonial faz sucesso na região sul do país


Welcome
ELEÉO
Chef


little
joy
Forte...
Sonhador...


CARAS RUMO AO ESTÁDIO DE MUNIQUE
VITÓRIA DO BRASIL SOBRE A AUSTRÁLIA DÁ O TÔNICA NA VIAGEM


ALTA
Gastronomia
A saborosa
Mozzarella de Búfala
Brioches
Camarão

TV, MEDIA...

PRESENTER OF THE TV PROGRAMMES:

- CHEF'S STYLE (weekly programme interviewing public figures and celebrities while cooking together)
- YOU CHEF (daily recipe programme)















TV, MEDIA...

PRESENTER OF THE TV PROGRAMMES:

- CHEF'S STYLE (weekly programme interviewing public figures and celebrities while cooking together)
- YOU CHEF (daily recipe programme)




















TV, MEDIA...
(With Metro newspaper)

COLUMNIST FOR THE DAILY METRO NEWSPAPER

(LATIN AMERICA)

2011 --> 2015



metro 20 VARIEDAD

Você Chef

ALESSANDRO SEGATO

ALESSANDRO@SEGATO.COM

PINGUE-PONGUE COM ALAIN DUCASSE

Leia a entrevista exclusiva com o maior mago da alta gastronomia mundial

Qual é sua maior qualidade?
Impaciência.

Qual é o seu maior defeito?
Impaciência.

Sua atividade favorita?
Cozinhar.

O que mais aprecia em uma pessoa?
Lealdade.

E em um chef?
Autenticidade.

Uma lembrança de infância?
O cheiro do frango assado preparado pela minha avó.

"O que virá a seguir?
(Depois da morte).

Um refúgio?
Minha casa de campo no País Basco.



SÃO PAULO, QUINTA-FEIRA, 3 DE JANEIRO DE 2013
www.readmetro.com

Você Chef

ALESSANDRO SEGATO

ALESSANDRO@SEGATO.COM

HISTÓRIAS DE RESTAURANTE: E VOCÊ, COMO REAGIRIA?

Ano novo, vida nova, me fez lembrar desta história marcante que tive o privilégio de presenciar e compartilho com vocês.
Aconteceu num restaurante na Alemanha, onde eu trabalhava. De extremo bom gosto, tinha um maître que, em respeito ao acontecido, vou chamar de "Klaus". Bem velhinho, Klaus era praticamente parte do "ativo da empresa".
Era um belo dia, fazia frio. Imagine a cena: restaurante lotado, fila de espera no bar, garçons indo e vindo, maîtres tirando pedidos, sommelier decantando vinhos, pessoas da alta sociedade, mulheres com joias reluzentes, música suave.
Chegou então à cozinha um pedido simples: dois cremes de aspargos brancos frescos com escalotte sauté ao perfume de alecrim. Ah, como eu poderia me esquecer! O pedido foi atendido, e lá se foi o garçom.
Tratava-se de um distinto casal com uns 60 anos de idade. Com a elegância de um lorde inglês, Klaus pegou o prato da senhora enquanto o garçom tomou o do senhor. Serviram e levantaram as "cloches" praticamente em sintonia. Klaus, gentilmente curvado, desejou um ótimo "proveito" e então... Ta-ta-ta-tá! Adivinhem, o inacreditável aconteceu: a dentadura dele escapou, pulou nos "balcões floridos" do voluptuoso decote da senhora e acabou caindo dentro do creme de aspargos dela!
Segundos de silêncio se seguiram adocicados apenas pelo som do piano, pois todo o restaurante havia parado. Mas é em momentos como esse que se percebe a elegância das pessoas.
O "Grande" Klaus, sem falar nada (também não teria conseguido, né?! rs) recolocou a "cloche" no creme da senhora. O garçom fez o mesmo no do senhor. Eles as retiraram e as colocaram num aparador à vista dos clientes e ficaram ao lado enquanto outros pratos eram prontamente preparados. De um lado, a elegância e a experiência quase secular de Klaus; do outro a postura digna de sangue azul da senhora, que continuou ali como se aquilo fosse a coisa mais normal do mundo.
Quando as novas sopas chegaram à mesa, Klaus discretamente retirou-se com a sua, digamos, "dentadura marinada ao aroma de aspargos", e após alguns minutos no vestiário, voltou sorridente como se nada tivesse acontecido.
No final, os clientes fizeram questão de comer tudo e pagar a conta – além de deixar uma bela gorjeta!
Foi então que o proprietário, já do lado de fora do restaurante, abordou o casal e perguntou por que eles haviam pago a conta e dado uma gorjeta tão alta. Sabem a resposta? "Não é justo acabarmos com uma carreira brilhante de uma vida inteira só por causa de uma fatalidade".
O ser humano realmente é a coisa mais fascinante, intrigante e complexa que existe! E você? Como reagiria?

Uner, empresario, apresentador, pai de familia, apaixonado por artes, tecnologia e pessoas

PayPal™
Sua carteira digital.

Fale com o Metro:
• Redação
011/3528-8522
• Comercial
011/3528-8549

HRD ANTWERP

PROJECTS / CHALLENGES

SPECIAL



2015







IN 2014, HE ACCEPTED THE CHALLENGE FROM THE FOUNDER OF VIVARA (BRAZIL'S LARGEST JEWELLERY RETAIL CHAIN) TO ASSIST THE DESIGN DIRECTOR AND DESIGN A COLLECTION FOR HRD ANTWERP 2015 IN ANTWERP, TAKING ADVANTAGE OF THE FACT THAT FOOD WOULD BE THE THEME OF THE NEXT EDITION OF THE WORLD'S MOST PRESTIGIOUS DIAMOND JEWELLERY COMPETITION.

WITH THIS PROJECT, VIVARA PASSED THE QUALIFYING STAGE AND REACHED THE WORLD SEMI-FINALS FOR THE FIRST TIME;

VIVARA

EVENTS

EVENTS AND CATERING



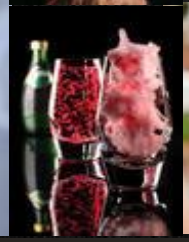




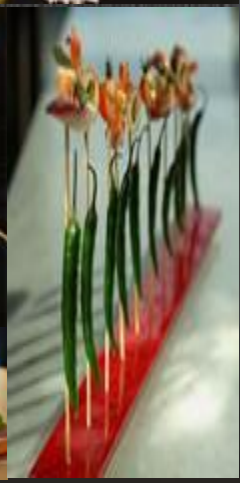
















CONFERENCES / TALKS



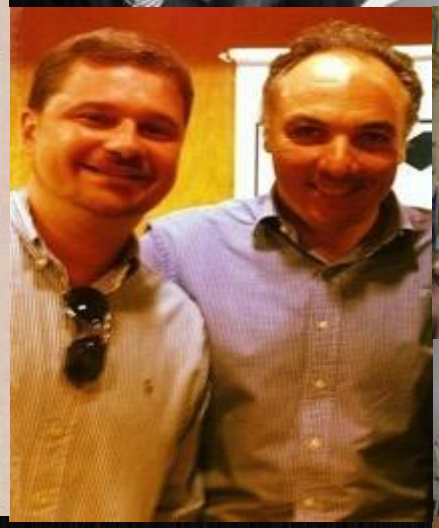




















BUSINESS CONSULTING

& PERSONAL COACHING

DUE TO A NON-DISCLOSURE AGREEMENT (NDA), IT IS NOT POSSIBLE TO LIST THE CLIENTS AND OUR SUCCESS STORIES;

HOWEVER, I CAN SAY THAT OVER THE LAST 20 YEARS I HAVE WORKED ALONGSIDE DOZENS OF COMPANIES AND PROFESSIONALS, AND WE HAVE EXCEEDED EXPECTATIONS WHILE DELIVERING VALUE.

WORKSHOPS














SENSORY EXPERIENCE MARKETING



SEMINARS

ANCHAM / USA

2014

























AT THE INVITATION OF ANCHAM (THE AMERICAN CHAMBER OF COMMERCE, USA), HE SHARED THE STAGE WITH MR JOHN KAO, A HARVARD DOCTORAL-LEVEL PROFESSOR OF INNOVATION AND AT THE TIME A PRIVATE ADVISER TO HILLARY CLINTON, AT AN INNOVATION SEMINAR FOR 700 CEOS AND PRESIDENTS OF MAJOR COMPANIES;

MULTIPLATFORM APP

MULTIPLATFORM MOBILE APP

✓ MOBILE APP

2010

- CULINARY EDUCATION APP AND PLATFORM WITH 113 CLASSIC ITALIAN VIDEO RECIPES IN 4 LANGUAGES;
- OVER 1.2 MILLION DOWNLOADS IN 156 COUNTRIES



MULTIPLATFORM APP

MULTIPLATFORM MOBILE APP













✓ OUT-OF-HOME

HONOURS, TROPHIES, AWARDS AND PUBLIC RECOGNITION:

Alessandro · Segato
Identità di Momenti



HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

1995



RECOGNITION OF QUALITY, PROFESSIONALISM AND KNOWLEDGE OF ITALIAN CUISINE AND FOOD AND WINE CULTURE;

PELLEGRINO ARTUSI DISCIPLESHIP

F.I.C

ITALIAN FEDERATION OF CHEFS

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

MASTER

OF ITALIAN CUISINE:

2008 / 2009 / 2010



Appointed 3 times

Master of Italian Cuisine

ITALCAM

ITALIAN–BRAZILIAN CHAMBER

OF COMMERCE AND INDUSTRY







HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

MAGISTER OF ITALIAN CUISINE:

‘Master of Masters’

2009 / 2010



Appointed by a unanimous vote
of all fellow Masters

Voted the best among all
the Masters of Italian Cuisine

ITALCAM
ITALIAN–BRAZILIAN CHAMBER
OF COMMERCE AND INDUSTRY











HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

INTERNATIONAL CHANCELLOR
BRAZIL – PARAGUAY

2017


Certificado

Alessandro Segato

Chanceler Internacional

HONORIS CAUSA APPOINTMENT AWARDED

INTERNATIONAL COUNCIL OF HONOURS AND MERITS

– BRAZILIAN FEDERAL SENATE

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

MASTER

1995



MASTER OF ITALIAN GELATO

CARPIGIANI

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

COMMANDER

2011



APPOINTED COMMANDER

OF HAUTE CUISINE AND HOSPITALITY

SÃO PAULO STATE GOVERNMENT

BRAZILIAN ACADEMY OF HONOURS AND MERITS



HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

SILVER STAR OF ITALY

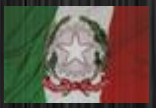
2005





SILVER STAR OF ITALY

FOR HIS WORK AND COMMITMENT TO THE CULINARY ARTS, RESPECTING ITALY'S FOOD AND WINE TRADITION



APPOINTMENT BY THE ITALIAN REPUBLIC THROUGH THE MINISTER FOR ITALIANS ABROAD, THE HON. MIRKO TREMAGLIA

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

AMBASSADOR OF ITALIAN IDENTITY & ITALIAN HOSPITALITY WORLDWIDE:

2011



APPOINTMENT AS AMBASSADOR OF ITALIAN IDENTITY & ITALIAN HOSPITALITY WORLDWIDE:

(800 AMBASSADORS IN TOTAL)







APPOINTED BY THE ITALIAN REPUBLIC, DIRECTLY BY THE MINISTERS OF:

FOREIGN AFFAIRS,

CULTURAL HERITAGE AND ACTIVITIES,

ECONOMIC DEVELOPMENT,

TOURISM,

AGRICULTURAL, FOOD AND FORESTRY POLICIES,

UNIONCAMERE (UNION OF ITALIAN CHAMBERS OF COMMERCE WORLDWIDE)

ITALCAM

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

2006



RECOGNITION FROM LATIN AMERICA'S LARGEST HOSPITALITY TRADE FAIR AND MAGAZINE AND THE BRAZILIAN ACADEMY OF GASTRONOMY FOR HIS COMMITMENT TO ITALIAN CULINARY ARTS, CULTURE AND GASTRONOMIC TRADITIONS IN BRAZIL

BRAZILIAN ACADEMY OF GASTRONOMY
EQUIPOTEL
HOTELNEWS



HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

GLOBO TRICOLORE

2010



NOMINATION FOR THE

GLOBO TRICOLORE

INTERNATIONAL AWARD

FOR ITALIAN EXCELLENCE WORLDWIDE

(WITH INTERVIEW AND DOCUMENTARY)

PRESIDENT OF THE ITALIAN REPUBLIC

SENATE OF THE ITALIAN REPUBLIC

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

KNIGHT

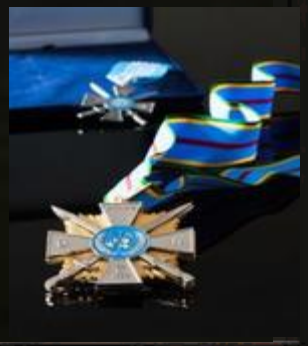
OF THE UN INTERNATIONAL PEACE FORCES

2013 / 2014









- FIFTIETH ANNIVERSARY MEDAL OF THE INTERNATIONAL PEACE FORCES OF THE UNITED NATIONS – UN

- MEDAL OF THE ORDER OF MERIT OF THE UN INTERNATIONAL PEACE FORCES – RANK OF KNIGHT





UNITED NATIONS (UN)

BRAZILIAN ASSOCIATION OF UN PEACE FORCES

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

COMMANDER

2017



JUSCELINO KUBITSCHEK ENTREPRENEUR'S AWARD AND CROSS OF MERIT, WITH THE RANK OF COMMANDER, FOR HIS RECOGNISED QUALITIES, HONOUR, DIGNITY, CHARACTER AND ENTREPRENEURIAL SPIRIT;







BRAZILIAN ACADEMY OF HONOURS AND MERITS

SÃO PAULO STATE GOVERNMENT

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

CROSS OF HONOUR CONSTITUTIONALIST

2017



CONSTITUTIONALIST CROSS OF HONOUR FOR HIS MERITS AND DISTINGUISHED SERVICES, WITH EMPHASIS ON HONOURING THE VALUES OF THE CIVIC AND PATRIOTIC EPIC OF THE CONSTITUTIONALIST REVOLUTION

ARMED FORCES

SÃO PAULO STATE GOVERNMENT



HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

STANDARD

2013



STANDARD OF THE HEROES OF ’32, IN RECOGNITION OF PERSONAL MERIT AND DISTINGUISHED SERVICES TO CIVIL SOCIETY;







HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

KNIGHT

2014



KNIGHT OF THE HEROES OF ’32,

IN RECOGNITION OF PERSONAL MERIT AND DISTINGUISHED SERVICES TO CIVIL SOCIETY;



STATE POLICE

SÃO PAULO GOVERNMENT

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

GRAND CROSS OF THE HEROES

2017







GRAND CROSS OF THE HEROES OF ’32, IN RECOGNITION OF PERSONAL MERIT AND DISTINGUISHED SERVICES TO CIVIL SOCIETY;

STATE POLICE

SÃO PAULO GOVERNMENT





HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION /
PASTA AMBASSADOR
AND FASHION INNOVATION AWARD

1999 / 2000



RECOGNITION AND APPOINTMENT BY PASTA PRODUCERS IN BRAZIL;

EXCELLENCE AWARD AND APPOINTMENT AS PASTA AMBASSADOR IN BRAZIL;



abima

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

CHAMPION OF WORLD PEACE

2023



CHAMPION OF WORLD PEACE,

IN RECOGNITION OF PERSONAL

MERIT AND DISTINGUISHED

SERVICES TO CIVIL SOCIETY;

ALESP

ASSEMBLEIA LEGISLATIVA





HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

MERIT OF THE PEACEBUILDERS

2022



PEACEBUILDING MERIT, IN RECOGNITION

OF PERSONAL MERIT AND DISTINGUISHED

HUMANITARIAN SERVICES;

MINISTRY OF DEFENCE

BRAZILIAN ARMY



HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION
MEDAL OF MERIT

2023



MEDAL IN RECOGNITION OF PERSONAL MERIT AND SERVICES TO PEACE;

INTERNATIONAL ASSOCIATION OF PEACE AMBASSADORS IN BRAZIL



HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

TIRADENTE MEDAL

2021





MEDAL IN RECOGNITION OF PERSONAL MERIT AND DISTINGUISHED SERVICES TO CIVIL SOCIETY;

ABIFIP

ARMED FORCES

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

COLLAR OF VICTORY

2024



COLLAR OF VICTORY FOR HIS MERITS AND DISTINGUISHED SERVICES TO THE STATE OF SÃO PAULO;

STATE COUNCIL OF THE ORDER OF IPIRANGA







HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

PUBLIC FORCE COMBATANTS MEDAL

2018



PUBLIC FORCE COMBATANTS MEDAL FOR HIS MERITS AND DISTINGUISHED SERVICES, WITH EMPHASIS ON HONOURABLE AND DIGNIFIED CONDUCT;

MILITARY HISTORY INSTITUTE

ARMED FORCES





HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

4TH APPOINTMENT AS

COMMANDER

2023







APPOINTMENT AS COMMANDER FOR HIS MERITS AND DISTINGUISHED SERVICES TO CIVIL SOCIETY, IN RECOGNITION OF HIS MERITORIOUS ACTS AND HONOURABLE AND CULTURAL CONDUCT CONTRIBUTING TO BRAZIL'S INTEGRATION;

ABRAMIL

BRAZILIAN ACADEMY OF MILITARY MEDAL STUDIES

MINISTRY OF DEFENCE

ARMED FORCES







HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

TOP OF QUALITY

2008



TOP OF QUALITY RECOGNITION FOR HIS COMMITMENT TO ITALIAN CULINARY ARTS, CULTURE AND GASTRONOMIC TRADITIONS IN BRAZIL;

OPB

ORDER OF PARLIAMENTARIANS OF BRAZIL

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

APAE PATRON AND KNIGHT

SINCE THE 2010/12 PERIOD



FOOD PATRON,

RESPONSIBLE FOR AND SUPPORTING THE TEACHING KITCHEN AND CONTINUOUS RESEARCH AND DEVELOPMENT OF PRODUCTS FOR THE FOOD INCLUSION OF PEOPLE WITH SERIOUS MEDICAL CONDITIONS;

WITH OVER 2,200 UNITS AND MORE THAN 1,300,000 PEOPLE ASSISTED, APAE IS THE LARGEST NETWORK OF ITS KIND, COMMITTED TO PROMOTING SOCIAL INCLUSION, HOLISTIC DEVELOPMENT AND QUALITY OF LIFE FOR PEOPLE WITH INTELLECTUAL AND MULTIPLE DISABILITIES AND THEIR FAMILIES.

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

TOP QUALIDADE BRASIL

2003



TOP QUALIDADE BRASIL RECOGNITION FOR HIS COMMITMENT TO ITALIAN CULINARY ARTS, CULTURE AND GASTRONOMIC TRADITIONS IN BRAZIL;

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION
BRAZILIAN CONFEDERATION OF INDUSTRY

2004



TOP QUALIDADE BRASIL RECOGNITION FOR HIS COMMITMENT TO ITALIAN CULINARY ARTS, CULTURE AND GASTRONOMIC TRADITIONS IN BRAZIL;

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

BRAZILIAN CONFEDERATION OF INDUSTRY

2006



RECOGNITION FROM FIESP–CIESP–CESI FOR HUMANITARIAN AND EDUCATIONAL WORK AND THE DEVELOPMENT OF AFFORDABLE, HIGH-NUTRITION PRODUCTS FOR THE GENERAL PUBLIC, AND FOR OUTREACH, TRAINING AND IMPACT REACHING OVER 10,000 HOMEMAKERS / HOUSEHOLDS;

FIESP
CIESP
CESI

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

HONOUR OF MERIT

2006



TRIBUTE FROM ORGANISATIONS, ASSOCIATIONS, UNIONS, FEDERATIONS AND PROFESSIONAL COUNCILS IN THE HOSPITALITY SECTOR FOR HIS COMMITMENT AND WORK;

ABRESI
SINDHOTÉIS-SP
CNTur
FHORESP

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

ROTARY INTERNATIONAL

2000



RECOGNITION FROM ROTARY INTERNATIONAL FOR SERVICES CONTRIBUTING TO THE FIGHT TO ERADICATE POLIO WORLDWIDE

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

RECOGNITION

2004



PLAQUE

TRIBUTE TO BUSINESS PERFORMANCE AND RESPECT FOR CULINARY ARTS, CULTURE AND TRADITIONS;

COUNCIL OF HONOURS AND MERITS

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

BEST OF THE YEAR

2003 / 2004



TOP QUALITY BRASIL AWARD FOR HIS COMMITMENT TO ITALIAN CULINARY ARTS, CULTURE AND GASTRONOMIC TRADITIONS IN BRAZIL;

OTHER RECOGNITION

100 TOP CHEFS

2018









NAMED AMONG THE 100 TOP CHEFS OF THE THREE AMERICAS;

(NOMINATED AND VOTED FOR BY CHEFS AND HOSPITALITY PROFESSIONALS ACROSS THE THREE AMERICAS)

HONOURS, TROPHIES,
AWARDS AND PUBLIC RECOGNITION:

HIGHEST PRESTIGE AND RECOGNITION

2017



SINCE 2017, ALESSANDRO HAS REACHED ONE OF THE HIGHEST LEVELS OF HONOUR AND RECOGNITION THAT CAN BE AWARDED. THE GOVERNMENT CALLS UPON HIM TO REPRESENT CIVIL SOCIETY AND AUTHORISES HIM TO PERSONALLY PRESENT AWARDS TO SELECTED CANDIDATES, INCLUDING MEMBERS OF LAW ENFORCEMENT AND OTHERS;

OTHER RECOGNITION

NEW CIVIL CODE

2022



INVITED TO REPRESENT CIVIL SOCIETY IN DISCUSSIONS ON IMPROVING THE BRAZILIAN CIVIL CODE;

CHAMBER OF DEPUTIES

FEDERAL SENATE

MINISTRY OF JUSTICE

PERSONAL REFLECTIONS

- ‘THE IMPOSSIBLE EXISTS... UNTIL SOMEONE DOUBTS IT AND PROVES OTHERWISE!!’

Albert Einstein

- "NOTHING,
  NO ONE,
  NO FORCE WHATSOEVER,
  CAN STOP A DETERMINED PERSON WITH
  FAITH, HOPE AND LOVE!!"

Alessandro Segato

THE PILLARS THAT DRIVE ME

- FAITH – HOPE – LOVE – FAMILY – WORK –
- TRANSPARENCY – INNOVATION – TECHNOLOGY
- PIONEERING – POSITIVE ATTITUDES
- CREATIVITY – SOLUTIONS ARCHITECTURE
- FOCUS ON PEOPLE AND THEIR QUALITY OF LIFE
- NUTRITION AND SOCIAL INCLUSION
- A LIFE'S LEGACY – MAKING A DIFFERENCE… ALWAYS!

Alessandro Segato



SEGATO

Autenticitá di Vita