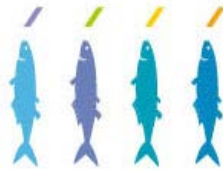


# MorenoCedroni



M E D I A   K I T

# I D E N T I T Y

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## T H E C H E F

Moreno Cedroni is the 2 Michelin stars chef that has brought an avant-gardist spirit to the Italian cuisine. Born in Ancona (Le Marche region, on the Adriatic coast) in 1964, he opened at the age of 20 the restaurant **La Madonnina del Pescatore** in Senigallia, which has just scored 18/20 in the prestigious *Espresso Guide 2011*, and has been awarded by The Wall Street Journal *Top Ten Fish Seafood Restaurant in Europe 2011*. Since then, he has written several books such as **Sushi & Susci**, in which he introduces the concept of *susci*, an innovative way of reinterpreting raw fish, that started as an imitation of the traditional idea of the Japanese sushi to become later a real and independent study. The reign of his *susci* will become in 2000 the **Clandestino Susci Bar**, right in the heart of the most dramatic scenery of the Adriatic Coast, Portonovo. In 2003 he started producing gourmet preserved food in his workshop **Officina** which is now sold and distributed worldwide; in the same year he opened the very first Italian fish delicatessen called **Anikò** in the city of Senigallia. In 2010 he has joined Moschino to create a new urban version of his susci bar, called **Clandestino Milano**. He has received many awards among which the *Sole* of Veronelli, the *Three Forks* of Gambero Rosso and the *Kungsfenan Seafood Award*. He is considered one of the most innovative Italian chefs, a true enfant terrible of the international cuisine that has roots in the Italian culinary tradition and a playful visionary spirit.



# ETERNITY OF FOOD

## THE PRODUCTS

Few years ago a question crossed Moreno's mind and became instantly a challenge: is it possible to create great recipes and, at the same time, to preserve all the perfumes and the intact aroma of food in long-term conditions? This query gave him the opportunity to study methods and techniques to preserve food, especially fish, by enforcing the idea that sterilization is indeed a way of cooking. Moreno introduced for the first time in Italy the notion of excellent canned gourmet food with a long expiration date, something very common, instead, in countries like Spain. In this way, he succeeded in creating preserved food in a high-tech workshop where serial production, artisanal carefulness and attention to detail merge in a perfect unison.

Moreno Cedroni's *Officina* produces marmelades, jams, wine jellies, fish dishes, pasta sauces, salts, peppers and kamut pasta without adding any additives or other synthetic food preservatives. And, of course, the packaging reflects the eternal beauty within.



EVERYTHING THAT HAS EXISTED  
LINGERS IN THE ETERNITY.

Agatha Christie

# E X P E R I E N C E

## T H E R E S T A U R A N T S

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LA MADONNINA DEL PESCATORE RESTAURANT - SENIGALLIA, AN. ITALY



ANIKÒ SALUMERIA ITTICA - SENIGALLIA, AN. ITALY



CLANDESTINO SUSCI BAR - PORTONOVO, AN. ITALY



CLANDESTINO - MAISON MOSCHINO, MILANO. ITALY

# C O N T A C T S

## GENERAL INFO

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## WEBSITE

www.morenocedroni.it

## VISITING

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## CLANDESTINO SUSCI BAR

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