

BRAND AMBASSADOR · MEDIA KIT 2026

PIETRO PARISI

THE FARMER CHEF

2017 · MEDITERRANEAN DIET AMBASSADOR

*The true luxury
is simplicity.*

Chef · Author · Culinary Director · Communicator



A story brands do not need to invent.

Pietro's values are already visible in his career, books, media and institutional work.



AUTHENTIC

25+ years in kitchens, farms, hotels and private service.

DISTINCTIVE

A memorable identity: The Farmer Chef.

USEFUL

Content, events, education, product and hospitality.

SAFE

Values-led, institution-ready and commercially disciplined.

Operational credibility meets public relevance.

A profile that can perform the work and communicate why it matters.

25+

years of culinary practice

100K+

digital community

3

published books

5

documented institutional
markets

**RAI television · 2017 appointment by the Director of the Museo Vivente della Dieta
Mediterranea, Pioppi–Pollica · Foreign Press “Best Communicator”**

Metrics are intentionally conservative and based on public or supplied evidence.

Four territories. One recognisable voice.

Each territory supports campaigns, events and long-term ambassador work.

01

Farm & origin

Farmers, Italian products, regional identity, seasonality and stories from the supply chain.

02

Nothing is waste

Preservation, whole-ingredient cooking, professional efficiency and responsible creativity.

03

True luxury

Precision, simplicity, service and refined hospitality without unnecessary excess.

04

Mediterranean wellbeing

Balanced pleasure, food memory, daily practice and a credible personal transformation story.

Built for more than a post.

A partnership can move from attention to education, experience and product value.

01

CONTENT

Recipe films
Reels & stories
Editorial
photography

02

LIVE

Launches
Press dinners
Retail &
hospitality

03

EXPERTISE

Masterclasses
Product demos
HORECA training

04

CREATION

Menu concepts
Product
development
Seasonal
platforms

05

AMBASSADOR

Annual narrative
PR availability
Selective
exclusivity

Three campaign platforms ready to develop.

Ownable ideas with clear visual language and flexible deliverables.



01

FROM THE FARMER TO THE TABLE

One ingredient. Its place, producer and many lives.



02

NOTHING IS WASTE

Refined dishes built from overlooked cuts, peels and surplus.



03

THE TRUE LUXURY IS SIMPLICITY

Fewer elements. Better ingredients. More meaning.

A clear agreement protects brand and talent.

The scope should be explicit before creative work begins.

DELIVERABLES	Quantity, format, production ownership, approvals and revision rounds
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USAGE	Channels, paid media, whitelisting, territory, duration and archival use
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EXCLUSIVITY	Narrow category definition, geography, duration and premium
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LIVE	Travel, hotel, local production, ingredients, staffing and insurance
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MEASUREMENT	Reach, completion, attendance, leads, media value and content reuse
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PRINCIPLE · Annual platforms create more value than disconnected appearances.



PARTNERSHIP ENQUIRIES

Build something people remember.

Available for food, wine, cookware,
professional technology, hospitality, design
and responsible-living partnerships.

PIETRO PARISI

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COMMERCIAL MEDIA KIT · RATES ON REQUEST