



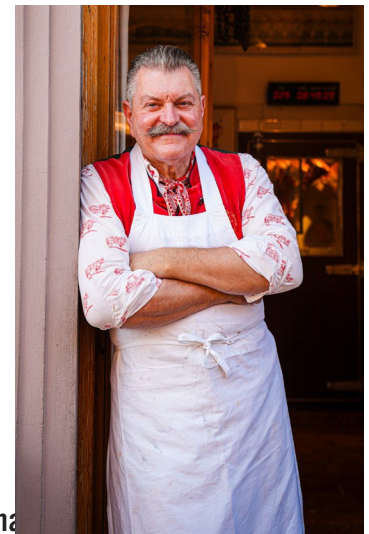
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DARIO CECCHINI OPENS “CECCHINI IN CITTÀ” RESTAURANT AT THE 25HOURS HOTEL PIAZZA SAN PAOLINO IN FLORENCE

The internationally renowned King of Beef opens his first restaurant in the Renaissance capital of the world

On September 19, 2024, Dario Cecchini and 25hours Hotel San Paolino will open the doors to Cecchini in Città. The world’s most famous butcher has chosen the 25hours Hotel in Florence as the location for his very first incursion into the Tuscan capital and one of the most beautiful cities in the world. It will be the newest outpost of his internationally renowned Antica Macelleria butcher shop and the restaurants Solociccia and Officina della Bistecca located in his native Panzano in the heart of Tuscany. All three have been visited by iconic culinary figures, including the late Anthony Bourdain, and written about by best-selling authors like Bill Buford in his 2006 memoir, Heat.

Cecchini represents the eighth generation of a family of butchers from Chianti. He is a talented artisan who seeks and promotes quality, ethics, and professionalism as he chooses, raises, and works with meat. Following his experiences in his hometown, he opened restaurants across the globe, in the Bahamas and Hong Kong. He returned to Italy with the opening of “Il Macellaio di Bolgheri” on the Tuscan coast, and he is now ready for his Florentine adventure.



The **“CECCHINI GRIGLIA”** tasting menu will bring the famous Panzano experience to Florence, with seatings twice a day, at 1pm and 8pm, at one long table. The convivial feast starts with a glass of wine and Dario’s so-called “burro del Chianti,” a whipped lard seasoned with herbs and light enough to fool even unsuspecting vegetarians. Next come the courses that illustrate Dario’s dedication to offering the best of traditional Tuscan cuisine while honoring every part of the animal. Guests are served beef tartare (or, as they say in Panzano, Chianti Sushi), beef carpaccio, and Bistecca alla Panzanese (beef round). The steak cuts are served with the traditional side dishes of cannellini beans and potatoes baked in foil.

At Cecchini in Città, diners will also have an à la carte option, offering a number of vegetarian dishes, including traditional Tuscan antipasti and hand-made pasta served with sauces from the Cecchini family recipe book.



The spectacular interior of the 25hours Hotel Piazza San Paolino will provide the perfect backdrop for Dario's grilling ritual at Cecchini in Città, with a large grill positioned within the great fireplace at the heart of the restaurant, where guests will feel as though they're in a theater dedicated to the art of perfectly preparing meat.

“Dario is a world-famous icon of Tuscan culinary tradition, and we are thrilled to finally welcome him to our hotel, where he will offer the best of his cooking,” says Bart Spoorenberg, General Manager of the 25hours Hotel Piazza San Paolino. “His mastery in preparing meat, like the incredible amount of attention paid to the choice of the various cuts and to the animals themselves, exalts the history of Tuscan cuisine. Enthusiasm, dedication, and a deep passion for this region are things that Dario Cecchini and the 25hours Hotel Piazza San Paolino share, and we are excited to become THE place to try the cuisine of the ‘Maestro of Panzano’ in the city of Florence.”



About Dario Cecchini

Dario Cecchini represents the eighth generation of a family of butchers from Chianti.

He is an artisan who is dedicated to promoting quality, ethics, and respect toward animals, and he is able to transform his work into art and his thoughts into philosophy, in the spirit of the great Renaissance artists and thinkers who made Tuscany famous. Dario lives and works in his native Panzano, a small town in the heart of the Chianti Classico region, exactly halfway between Siena and Florence. It's a tiny town of just over 1,000 inhabitants, but the whole world passes through all the time.

Dario's world in Panzano is divided between his butcher shop and his restaurants, with three different meat-heavy menus, offering everything from beef snout in lemon sauce to Bistecca alla Fiorentina to hamburgers to boiled beef knees to “Chianti Sushi” beef tartare.

He has been sought after by television programs and newspapers from all over the world (Anthony Bourdain: No Reservations; Somebody Feed Phil; Top Chef America, Italy, Greece, etc.), all hoping to understand better the larger-than-life personality who is able to convey his very essence through his cooking, bringing even the most critical culinary skeptic to a new understanding of the concept of meat. Most recently, Netflix's Chef's Table dedicated an entire episode to him, describing the trajectory that brought him to where he is today.



About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, which holds a majority shareholding.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that today operates 16 hotels in German speaking countries as well as Florence, Paris, Dubai and Copenhagen. 25hours is a smart, culturally resonant hotel idea characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", designs each of its hotels with different designers and unique style. Sydney, Jakarta, Trieste, Trojena and Porto are among the future destinations.