

# Bay Area People

CAREER MOVES IN THE REGION'S PROFESSIONAL SECTORS

## HOSPITALITY

### New executive chef's style is less continental than InterContinental

BY GEORGE KHALAF

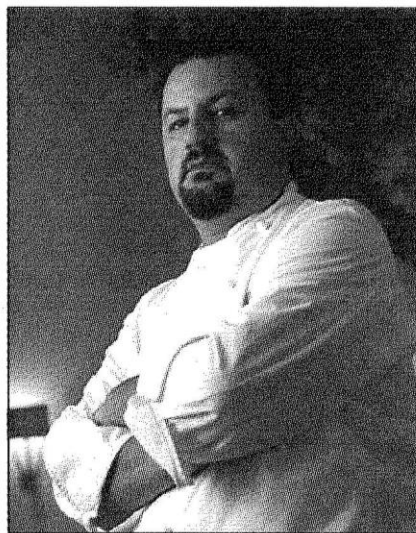
San Francisco Business Times

San Francisco's newest hotel has a new chef that lives up to its name. The 550-room InterContinental Hotel San Francisco, opening on Feb. 28, hired Andrea Aiudi as its executive chef.

Aiudi will manage all aspects of corporate and in-room dining at the downtown hotel including designing menus and meals, maintaining aesthetics and general presentation, and procuring all food for the hotel. While Aiudi will focus on the 2,000-person banquet hall, he will also assist the hotel's restaurant chef and be responsible for designing and serving the hotel's buffets and refreshments. As the executive chef, he will oversee around 55 people among the hotel's dining hall and restaurant staff.

"I love opening hotels," said Aiudi, a 36-year-old Urbino, Italy, native. His track record makes a convincing case. Aiudi joins the InterContinental Hotel San Francisco after working as the opening chef for two years with InterContinental Mar Menor in Murcia, Spain. Since 2000, Aiudi has also opened the InterContinental at Los Cabos, Mexico; the InterContinental Houston; the InterContinental Atlanta and the Hotel Caruso in Ravello, Italy. His resume also includes experience as the restaurant chef at The Lodge at Vail in Vail, Colo., and the Excelsior Palace Hotel in Portofino, Italy.

Toward the end of his tenure with the InterContinental Mar Menor, Aiudi was anxious for a new challenge. "I was looking for something else. Mar Menor was a small operation, and I couldn't wait for the next (Spanish) hotel opening in 2009 and wanted to stay busy. It was a nice opportunity in San Francisco," he said.



"I love opening hotels," says Aiudi, and it shows.

This marks the first time that Aiudi has been the executive chef during a hotel opening, and it also presents his biggest challenge to date. "A 550-room hotel is something new for me. I'm very happy to be part of this team, and there are big expectations of us," he said.

Aiudi began culinary school in 1988 at the age of 15 and graduated in 1992. He began working in local restaurants near his hometown of Urbino before moving to London in 1996 to gain international culinary experience. It was the first of many moves for Aiudi.

Once the hotel opens, Aiudi plans to take more time getting to know his new city. Though he admits to occasionally playing tennis in his spare time, it seems he cannot stop researching his expertise. "My big hobby is seeing other restaurants and trying their food," he said.

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