



## MEDIA KIT

# “La nostra politica in cucina” di Renata Briano



Born in Genoa (GE) in 1964, she holds a degree in Natural Sciences and has worked as a researcher at CNR ITD and at ARPA Liguria. From 2000 to 2010 she was Councillor for Environment and Sustainable Development, Hunting and Fishing of the Province of Genoa. From 2010 to 2014 she served as Councillor for Environment and Civil Protection in the Liguria Region. From 2014 to 2019 she was a Member of the European Parliament and Vice-President of the Fisheries Committee in the European Parliament. Since September 2019, she has been a Food Blogger, having taken her "Outstanding Chef" diploma at the European Training Center. Mother of Francesco, she is married to Luciano Ricci, a writer. She is never separated from her poodle Attila.

Says Renata of herself:

*"My story is very simple: I have dedicated myself for almost two decades to public administration, at the European and regional level, traveling, for the last five, like a madwoman around Europe (from 2014 to 2019 I took 500 planes!!!) dealing mainly with the environment, fishing and food production.*

*Whenever I discovered products of particular quality, the first thought, after making them known, was always: how could I cook them?*

*So, towards the end of 2019, "Our Politics in the Kitchen" was born, my blog in collaboration with Giallo Zafferano™, of which I am now a TOP Blogger, which is really the crossroads of my life, the way to combine social commitment and my great passion.*

*The idea, behind the blog and all my various social pages, is that you can change the world in the kitchen. I create recipes, a balance between tradition and innovation, made with quality products, mostly artisanal, characterized by a short and environmentally friendly supply chain.*

*Nothing else remains for me to tell you except... goodbye in the colorful world of "Our Politics in the Kitchen," now also told in two books, which can be purchased online (Amazon, Mondadori, Feltrinelli, IBS, Erga editions, etc.) and in any case in all bookstores.*

*I am waiting for you!!!"*

*Renata Briano*

**RENATA BRIANO** – La mia politica in cucina

<https://blog.giallozafferano.it/renatabriano>

email: [renata.briano@gmail.com](mailto:renata.briano@gmail.com)

Partita IVA 02714770993

Codice Univoco USAL8PV

PEC: [renata.briano@pec.it](mailto:renata.briano@pec.it)

Blog. 3316980945

Amministrazione: 3480729874



## Renata Briano followers



200.000 followers, 5.600.000 minutes views

\*\*\*\*\*



200.000 followers, 5.500.000 impression/month

\*\*\*\*\*



21.000 followers, 1.000.000 impression/month

\*\*\*\*\*



1.700 ricette pubblicate, 1.250.000 pages/month visited

\*\*\*\*\*



770 Registrered in the chanel

\*\*\*\*\*



65.000 followers, 508.000 likes, 2.900.000 views/month

\*\*\*\*\*

---

**RENATA BRIANO** – *La mia politica in cucina*

<https://blog.giallozafferano.it/renatabriano>

email: [renata.briano@gmail.com](mailto:renata.briano@gmail.com)

Partita IVA 02714770993

Codice Univoco USAL8PV

PEC: [renata.briano@pec.it](mailto:renata.briano@pec.it)

Blog. 3316980945

Amministratore: 3480729874



## Main customers



CASEIFICIO  
**VAL D'AVETO**



il Pesto di Pra'  
BRUZZONE & FERRARI



L'Alveare che dice Sì



Association régionale  
Éleveurs valdôtains



**RENATA BRIANO** – La mia politica in cucina

<https://blog.giallozafferano.it/renatabriano>

email: [renata.briano@gmail.com](mailto:renata.briano@gmail.com)

Partita IVA 02714770993

Codice Univoco USAL8PV

PEC: [renata.briano@pec.it](mailto:renata.briano@pec.it)

Blog: 3316980945

Amministrazione: 3480729874





AVA & MAY



RuralHack



LA NEF

AVANT TOI



RENATA BRIANO – La mia politica in cucina

<https://blog.giallozafferano.it/renatabriano>

email: [renata.briano@gmail.com](mailto:renata.briano@gmail.com)

Partita IVA 02714770993

Codice Univoco USAL8PV

PEC: [renata.briano@pec.it](mailto:renata.briano@pec.it)

Blog: 3316980945

Amministrazione: 3480729874



## LINK: INTERVIEWS AND ARTICLES

1. February 6, 2020 Telenord TV interview with Cristina Capacci.
2. Interview in the February 2020 issue of "Gulli," Gulliver Group's monthly magazine: "The food expert: from politics to cooking, interview with Renata Briano."
3. Interview by D. Alfonso in the newspaper "La Repubblica" on Monday, October 7, 2019, "Renata Briano: now I do politics in the kitchen."
4. Radio Babboleo interview with Matteo Agnoletto October 4, 2019.
5. Interview with BJ Liguria on 1/10/2019 by Emanuela Mortari: "Renata Briano: from Brussels to a blog where she does 'politics in the kitchen'".
6. Interview with CHEFuoriclasse .
7. Interview by C. Lieti 29/10/2020 to On Air - Radio 24 news .
8. Article on Confagricoltura of 12/29/2020 .
9. Interview by A. Bruzzone on "La Voce di Genova" of 24/12/2020.
10. Interview by M. Lussana in TISCALI news of 9/12/2021
11. Directed on Cusano Italia TV Channel 264 in the program "At Home and in Shape".
12. Directs on Blog Giallo Zafferano (periodic).
13. Weekly Facebook Directs on "Our Politics in the Kitchen".
14. Article on Sanremone news.
15. Radio Babboleo interview with C. Capacci .
16. Weekly radio broadcast on Radio Torriglia.
17. Article on Genova3000 6/1/2021.
18. Article on Piazza Levante on 12/31/2020 .
19. Article in "il Giornale" of 2/28/2021 by Monica Bottino
20. Interview on Telegenova of 1/3/2021 .
21. Speaker Conference "AQUAFARM" March 25, 2021 .
22. Speaker project ECCO! Circular Economy 15/6/2021 organized by Legambiente.
23. Testimonial for Buono! Food Systems Summit event in New York on the values of the Mediterranean diet. .
24. Live talk at Buono! Products of the Mediterranean Diet at Maker Faire Rome The European Edition June 24 and 25, 2021.
25. LAB DAY events in Valnontey (Cogne) with TypicAlp .
26. Participation in "Rapallo del gusto" October 9, 2021 .
27. Participation in "Fattore Comune" in Recco 22/10/21 and 12/11/21 .
28. Participation in "OLIOLIVA" with agency Tourism in Liguria Nov. 6/7, 2021 .
29. Participation in #benvenutoindiretta .

**RENATA BRIANO** – *La mia politica in cucina*

<https://blog.giallozafferano.it/renatabriano>

email: [renata.briano@gmail.com](mailto:renata.briano@gmail.com)

Partita IVA 02714770993

Codice Univoco USAL8PV

PEC: [renata.briano@pec.it](mailto:renata.briano@pec.it)

Blog. 3316980945

Amministrazione: 3480729874



30. Interview with Donna Moderna .
31. Recipes in "Giallo Zafferano Magazine" .
32. Show cooking at "Mater Dea" in Jovençon (AO) for Regione Val d'Aosta .
33. Show cooking at "La Grande Italia" Milan September 2022 .
34. Protagonist of "L'Italia a morsi" Food Network on 12/10/ 2022 S4 E20 .
35. GustiAmo la Liguria 2022 with Confartigianato .
36. Christmas in Color in Ronco Scrivia December 10, 2022 .
37. "Journey in Liguria" for Primocanale TV 2023 .
38. Silver Economy Forum round table moderator Nov 2023 .
39. Interview with Primocanale .
40. Interview with Genoa 24 .

**RENATA BRIANO** – *La mia politica in cucina*

<https://blog.giallozafferano.it/renatabriano>

email: [renata.briano@gmail.com](mailto:renata.briano@gmail.com)

Partita IVA 02714770993

Codice Univoco USAL8PV

PEC: [renata.briano@pec.it](mailto:renata.briano@pec.it)

Blog. 3316980945

Amministrazione: 3480729874



## **Renata's Socials**

Instagram [https://www.instagram.com/la nostra politica in cucina](https://www.instagram.com/la_nostra_politica_in_cucina)

Facebook <https://www.facebook.com/renatabrianoblog>

YouTube <https://www.youtube.com/c/RenataBrianoChef/>

Blog <https://blog.giallozafferano.it/renatabriano/>

Telegram <https://t.me/renatabriano>

TikTok <https://www.tiktok.com/@renata.briano>

**RENATA BRIANO** – *La mia politica in cucina*

<https://blog.giallozafferano.it/renatabriano>

email: [renata.briano@gmail.com](mailto:renata.briano@gmail.com)

Partita IVA 02714770993

Codice Univoco USAL8PV

PEC: [renata.briano@pec.it](mailto:renata.briano@pec.it)

Blog. 3316980945

Amministrazione: 3480729874





## Books by RENATA BRIANO

Renata Briano says of her cookbooks. "I have always loved cooking, although it is only recently that I have been able to "immerse" myself in it full time, and so it is that, day after day, between sautéing and boiling, kneading and leavening, the recipes began to accumulate and I decided that the time was ripe to share them with you." Two volumes to browse, read and follow in the making. A few valuable tips are then inserted here and there.

## Brief Profile of RENATA BRIANO

Born in Genoa (GE) in 1964, she holds a degree in Natural Sciences and has worked as a researcher at the CNR ITD and at ARPA Liguria. From 2000 to 2010 she was Councillor for Environment and Sustainable Development, Hunting and Fishing of the Province of Genoa.

From 2010 to 2014 she held the position of Councillor for Environment and Civil Protection in the Liguria Region.

From 2014 to 2019 he became a Euro parliamentarian and Vice-President of the Fisheries Committee in the European Parliament.

As of September 2019, he rediscovered himself as a Food Blogger and began his collaboration with Giallo Zafferano, after obtaining his "Outstanding Chef" diploma at the European Training Center.

Numerous interviews (Donna Moderna, La Repubblica, Gulliver, Telenord, BJournal, Radio Babboleo, Radio News 24, Telegenova, Primocanale, Food Channel, Tele Cusano etc.) and cooking shows (Cusano Italia TV, Giallo Zafferano, Discovery Food "L'Italia a morsi"). She published for Edizioni Leucotea her first cookbook "LA MIA POLITICA IN CUCINA" and recently the second "La Liguria in cucina" bilungual (Italian and English). Mother of Francesco, she is married to Luciano Ricci, a writer. She is never separated from her poodle Attila.

Since May 2021, she has been chair of the Scientific Committee of UNA Foundation.

LA MIA POLITICA IN CUCINA ed. Leucotea

La Liguria in cucina/Liguria in the kitchen ed. ERGA (italiano e inglese)

**RENATA BRIANO** – *La mia politica in cucina*

<https://blog.giallozafferano.it/renatabriano>

email: [renata.briano@gmail.com](mailto:renata.briano@gmail.com)

Partita IVA 02714770993

Codice Univoco USAL8PV

PEC: [renata.briano@pec.it](mailto:renata.briano@pec.it)

Blog. 3316980945

Amministrazione: 3480729874

