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MEDIA KIT

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PRESS CONTACT  
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# Ana Roš Drinks: Terroir Cocktails

Ana Roš Drinks is a line of bottled, ready-to-serve beverages crafted by Ana Roš, world-renowned Slovenian chef and creative force behind the three-Michelin-starred restaurant Hiša Franko.

Known for her hyperlocal and boundary-pushing cuisine, Roš reimagines classic cocktails and non-alcoholic beverages through the lens of the Slovenian landscape. Using wild-foraged botanicals and artisanal techniques, she brings the same craft and precision reserved for fine wine to the world of ready-to-serve drinks. Creating: Terroir Cocktails.

The first release is the Ana Roš Negroni: an alpine reinterpretation of the Italian classic using a proprietary vermouth, wild-foraged rowanberries for fruity bitterness and bay leaves in place of lemons to deliver a citrus twist. Created in collaboration with Anja Skrbinek, Hiša Franko's mixology consultant, the Negroni draws on the expertise gained from the restaurant's globally acclaimed drink pairings.

The second release, the Ana Roš Vermouth, was created in collaboration with Movia, one of Slovenia's most respected winemakers. Made from single-estate grapes that are slowly reduced to achieve a naturally concentrated, juicy body without any added sugar, it reflects decades of winemaking expertise. Alpine botanicals lend structure and complexity, resulting in a vermouth that is expressive of Slovenia's terroir.

Each batch of Ana Roš Drinks is one of a kind: made with biodynamically farmed produce and wild-foraged botanicals that are fermented, infused, or blended on-site and by hand. Every release is taste-tested by Roš to ensure the correct balance and quality, while reflecting the character and variation of that season. The bottle design mirrors this personal approach: each label features handwritten notes and sketches of ingredients that tell the story of each drink, its creation, and the season.





THE SPIRIT OF EXCELLENCE

Ana Roš Drinks is a natural evolution of Hiša Franko's pioneering and globally acclaimed beverage program, capturing the essence of its culinary excellence in a ready-to-serve format. It offers a new way to experience Roš's unique vision beyond the restaurant.

The brand's current offering includes the Ana Roš Negroni and the Ana Roš Vermouth, with more beverages to come.

NEGRONI

PRICE	BOTTLE	SERVES	ALC.
46€	0.7L	7	26%

VERMOUTH

PRICE	BOTTLE	SERVES	ALC.
29€	0.7L	7	15.7%

AT ONE GLANCE

A THREE-STAR EXPERIENCE, BOTTLED  
Classic cocktails and beverages, reimagined by world-renowned chef and culinary icon Ana Roš.

DEEPLY ROOTED IN NATURE AND SEASON  
Crafted with wild-foraged botanicals from the Soča Valley, Ana Roš Drinks capture the alpine-Mediterranean essence of Slovenian terroir.

NO SUGAR. NO SHORTCUTS. WE GIVE IT TIME.  
Crafted using prime seasonal ingredients and artisanal methods, Ana Roš Drinks contain no added sugar, just the natural complexity of our choice ingredients.

SMALL-BATCH PRODUCTION  
Each batch is crafted using small-scale techniques to ensure quality and consistency. They are personally taste-tested by Ana Roš.

DESIGN THAT TELLS A STORY  
Our bottle design features handwritten notes and illustrations, offering a personal connection to the process.

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THE NEGRONI IS STRUCTURE, STRENGTH AND DEPTH - JUST LIKE MY COOKING.  
IT FELT LIKE THE PERFECT PLACE TO START:  
A CLASSIC WITH ENOUGH BACKBONE TO CARRY MY SIGNATURE.

ANA ROŠ

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KEY FACTS

LAUNCHED	June 2025
CATEGORY	Ready-to-serve artisanal cocktails
AVAILABLE	JAZ by Ana Roš, select retailers, restaurants, and online (currently only Slovenia)
FUTURE PLANS	Additional drinks to follow
WEBSITE	anaros-drinks.com
INSTAGRAM	@anaros.drinks
CONTACT	info@anaros-drinks.com



# About Ana Roš

Ana Roš is a world-renowned chef, owner of a three-Michelin-starred restaurant, entrepreneur, author, and champion of hyperlocal cuisine. A self-taught and self-made culinary force, she has put Slovenian gastronomy on the global stage with her commitment to excellence and innovation.

Born in 1972 in Slovenia, the former competitive alpine skier initially pursued international and diplomatic sciences at the University of Trieste. However, her path led her to Hiša Franko in the Soča Valley, where she took over the kitchen—despite having no formal training. There, she developed a cuisine deeply rooted in nature and its seasons, relying on foraging, local producers, and her own creativity.

In 2016, Netflix's Chef's Table brought her international recognition. The following year, she was named the World's Best Female Chef, and by 2023, she led Hiša Franko to three Michelin stars – one of only nine women in the world to do so. In 2024, she was awarded "Best Voted by Professionals" at The Best Chef Awards, before being named 2nd best worldwide at the same awards in 2025.

She is also one of only two female chefs worldwide whose restaurant has been awarded a Green Star in addition to her three Michelin stars - as proof of her sustainable approach. In 2024, Roš was honored at The Best Chef Awards with the Best Voted by Professionals award, underscoring the admiration of her peers. Recognized globally for her influence, she was also appointed Ambassador of Gastronomic Tourism by the World Tourism Organization (UNWTO).

Beyond Hiša Franko, Ana runs Pekarna Ana, a boutique bakery in Ljubljana, JAZ, a family of contemporary restaurants showcasing her approach to casual dining, and Ana Roš Drinks, a line of ready-to-consume beverages. A visionary entrepreneur and inspiring speaker, she continues to push culinary boundaries, proving that passion, reinvention, and respect for nature define true excellence.

## KEY RECOGNITIONS & AWARDS

### MICHELIN STARS

In 2023, Hiša Franko earned its third Michelin star, a first for Slovenia, along with a Michelin Green Star for sustainability.

### SECOND BEST IN THE WORLD

Awarded at "The Best Chef Awards" 2025.

### BEST CHEF VOTED BY PROFESSIONALS

at "The Best Chef Awards"—an honor awarded by her peers in 2024.

### THREE KNIVES DISTINCTION

In the same year, she received the prestigious "three knives" distinction, symbolizing the highest level of culinary artistry.

### BEST CHEF PRISTINE AWARD

In 2022, she received the award for her innovative use of high-quality local ingredients.

### WORLD'S BEST FEMALE CHEF

by The World's 50 Best Restaurants in 2017.

### AMBASSADOR OF GASTRONOMIC TOURISM

by the World Tourism Organization (UNWTO) in 2019.

### GLOBAL RECOGNITION

Featured in Netflix's "Chef's Table" in 2016, bringing international attention to Slovenian cuisine.





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# Get in touch

We are happy to help you with your questions and press requests. Feel free to get in touch with us.

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