



Ana Roš – MEDIA KIT

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A self-taught culinary force redefining Slovenian gastronomy, championing hyperlocal flavors, and pushing the boundaries of excellence.

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About Ana Roš

P R E S S C V

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.

K E Y R E C O G N I T I O N S & A W A R D S

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.

CONSISTENTLY RANKED

Hiša Franko, under her guidance, has been ranked among the world's best restaurants for eight consecutive years.



hiša franko

A CULINARY DIALOGUE WITH NATURE

Nestled in the lush Soča Valley, surrounded by towering mountains and the emerald-green Soča River, Hiša Franko is more than a restaurant – it is a living, breathing manifestation of the land that surrounds it.

This is a very challenging place to live – and to cook. The valley feels remote and wild, yet it's located right on the Italian border, close to Trieste, Venice, and Udine. For centuries, the people of this region have survived by respecting what nature provides. That philosophy is deeply ingrained in everything we do at Hiša Franko.

A MENU THAT TELLS A STORY

Each year, Hiša Franko creates one menu – for both lunch and dinner – that tells a different story about the valley, its people, and its traditions. This menu is a reflection of the land – it's rivers, forests, mountains, and meadows – expressed through ingredients sourced from local farmers, shepherds, foragers, hunters, and fishermen.

While the core concept of the menu remains throughout the year, the dishes themselves evolve constantly, adapting to what nature provides at any given moment. A wild herb that flourished in early summer might be replaced by fermented berries in autumn. A river fish may take on a different preparation depending on the temperature of the waters it came from. Nothing is static – because nature never is.

KEY FACTS

OPEN SINCE	1973
ADDRESS	Staro selo 1 5222 Kobarid Slovenia
OPENING HOURS	Wed-Sun: 12:00-16:00 19:00-23:00
SEATS	46
WEBSITE	hisafranko.com
INSTAGRAM	@hisafranko

AT ONE GLANCE

A RESTAURANT SHAPED BY ITS SURROUNDINGS

The Soča Valley dictates what's on the plate, ensuring an experience that is deeply connected to the land.

A DEEP CONNECTION TO THE COMMUNITY

Shepherds, cheesemakers, hunters, foragers, and farmers are not just suppliers – they are part of the Hiša Franko family.

ONE MENU, ONE STORY, TOLD OVER A YEAR

The menu is designed to capture the essence of the valley, with dishes that evolve alongside nature's rhythms. For lunch and dinner.

SUSTAINABILITY WITHOUT THE LABEL

We do 'farm-to-table' because there's no other way to cook here. This is simply how it's done.

hiša franko



JAZ

by anaros

A LIVING ROOM FOR THE CITY

When Ana Roš started thinking about JAZ, she didn't want another fine dining restaurant. She wanted a place that felt like her own living room – just in an urban space. A place where you could start your morning with coffee, come back for a long lunch, and return in the evening for great food, music and cocktails.

JAZ is young, casual dining, shaped by the rhythm of the city markets, great drinks, and an atmosphere that makes you want to stay – all day. From breakfast to lunch and dinner, the menu evolves through the day. As the evening sets in, the lights dim, the music turns up, and the energy shifts – but the relaxed living room feeling stays.

The first JAZ opened in 2023 in Ljubljana, with the second location, JAZ Poreč opening in February 2026 in collaboration with the Valamar hospitality group.

“

JAZ ISN'T ABOUT THE RULES OF FINE DINING. WE'D RATHER YOU PASS PLATES, STEAL BITES, AND CREATE THAT MAGICAL SENSE OF CONNECTION AT THE TABLE.

ANA ROŠ

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JAZ LJUBLJANA

OPEN SINCE

2023

ADDRESS

Čopova ulica 5a
1000 Ljubljana
Slovenia

OPENING HOURS

Mon-Sat: 7:00-24:00
Sun: Closed

SEATS

65

WEBSITE

jaz.anaros.eu/ljubljana

A MENU THAT MOVES WITH THE CITY

At JAZ, food isn't built on rigid traditions – it follows the markets, the seasons, Ana's journeys – reflecting what's fresh, exciting, and worth eating today.

Local ingredients meet global ideas – just as Ana has done her entire life. Expect dishes like pasta with tom yum and langoustines, or ravioli filled with cottage cheese, infused with Slovenian saffron and Sichuan pepper.

The drinks menu is equally considered and expertly crafted, featuring signature cocktails, house-made nonalcoholic drinks, and an excellent wine selection – each created to stand alongside the food with equal character and creativity.

AT ONE GLANCE

A DINING SPACE THAT FEELS LIKE A LIVING ROOM

JAZ is relaxed, welcoming, and meant to be enjoyed every day.

A FRESH, MARKET-DRIVEN MENU, FUELED WITH GLOBAL INSPIRATIONS

Local ingredients served with a modern twist.

EXCEPTIONAL COCKTAILS

Thoughtfully crafted drinks using high-quality ingredients and no added sugar. Perfect to set the mood.

A RESTAURANT THAT EVOLVES WITH THE DAY

From morning coffee to late-night cocktails, JAZ moves with the city.

JAZ POREČ

OPENING

February 2026

ADDRESS

Eugena Kumičića 3
52440 Poreč
Croatia

OPENING HOURS

Mon-Sun: 7:00-24:00

WEBSITE

jaz.anaros.eu/porec

JAZ

by anaros



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Drinks

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TERROIR COCKTAILS. BOTTLED.

Ana Roš Drinks is a line of bottled, ready-to-serve beverages created by Ana Roš. Drawing on her hyperlocal, boundary-pushing culinary philosophy, Roš reimagines classic cocktails and non-alcoholic drinks through the lens of the Slovenian landscape. Wild-foraged botanicals, biodynamically farmed ingredients, and artisanal techniques bring a new level of craft and precision to the ready-to-serve category.

Each batch of Ana Roš Drinks is one of a kind: Terroir Cocktails that reflect their origin and season. All drinks are fermented, infused, or blended on-site and by hand, while every release is taste-tested by Roš to ensure the correct balance and quality. The bottle design mirrors this personal approach: each label features handwritten notes and sketches that tell the story of each drink, its creation, and ingredients.

THE SPIRIT OF EXCELLENCE

The first release, the Ana Roš Negroni, is an alpine reinterpretation of the Italian classic, crafted with a proprietary vermouth and wild-foraged botanicals. Bay leaves are used in place of lemon for a citrus lift with distinctive herbal clarity. The second release, the Ana Roš Vermouth, is made from biodynamic, single-estate grapes that are slowly reduced to achieve a naturally concentrated, juicy body – without any added sugar. It is also the base of the Negroni.

Ana Roš Drinks is a natural evolution of Hiša Franko's pioneering and globally acclaimed beverage program. Created in collaboration with Anja Skrbinek, the restaurant's mixology consultant, the brand captures the essence of its three-Michelin-star culinary ethos in a ready-to-serve format, offering a new way to experience Ana Roš's vision beyond the table.

KEY FACTS

LAUNCHED June 2025

CATEGORY Ready-to-serve artisanal cocktails

NEGRONI 46€, 0.7 L bottle,
0.26% alc., serves 7

VERMOUTH 29€, 0.7 L bottle,
15.7% alc., serves 7

AVAILABLE Hiša Franko, JAZ by Ana Roš, select
retailers, restaurants, and online

WEBSITE anaros-drinks.com

INSTAGRAM @anaros.drinks

B2B inquiries@anaros-drink.com

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, capturing the Slovenian terroir.

NO SUGAR. NO SHORTCUTS. WE GIVE IT TIME.

Crafted using biodynamic ingredients and artisanal
methods, Ana Roš Drinks contain no added sugar.

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, telling a personal story.

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Drinks



PEKARNA ANA

THE ART OF BREAD

Pekarna Ana is an artisan bakery founded by Ana Roš and rooted in the same philosophy that defines her cooking: precision, respect for nature, and deep attention to process. When it opened, it was never conceived simply as a neighborhood bakery, but as a place where craftsmanship and creativity meet – a working extension of the kitchens it serves.

Its bread is made with intention: sourdoughs ferment slowly and naturally, guided by seasonality, patience, and a deep respect for heirloom ingredients. The baked goods often incorporate local fruits and produce in a way that is thoughtful, uncompromising, and closely connected to natural cycles, mirroring Ana Roš's broader culinary ethos.

Located in the heart of Ljubljana, Pekarna Ana currently supplies bread and baked goods to the restaurants of the Ana Roš Group, including Hiša Franko and JAZ by Ana Roš.

While currently operating behind the scenes, Pekarna Ana will open to the public soon. Until then, the unmistakable scent of freshly baked bread on Slovenska cesta remains a quiet reminder of what happens when time, craft, and restraint are given space to work together.

“

I OPENED PEKARNA ANA TO CELEBRATE HOW SOMETHING AS HUMBLE AS BREAD CAN BECOME EXTRAORDINARY WHEN IT'S MADE WITH PRECISION AND PURPOSE.

ANA ROŠ

”

KEY FACTS

OPEN SINCE

2022

ADDRESS

Slovenska cesta 30
1000 Ljubljana
Slovenia
T +386 51 302 400
E pekarnaana@anaros.eu

WEBSITE

pekarnaana.hisafranko.com

AT ONE GLANCE

A RETURN TO ARTISANAL BAKING

Slow fermentation, great ingredients, no shortcuts.

LOCALLY SOURCED GRAINS AND NATURAL PROCESSES

Bread made the way it should be.

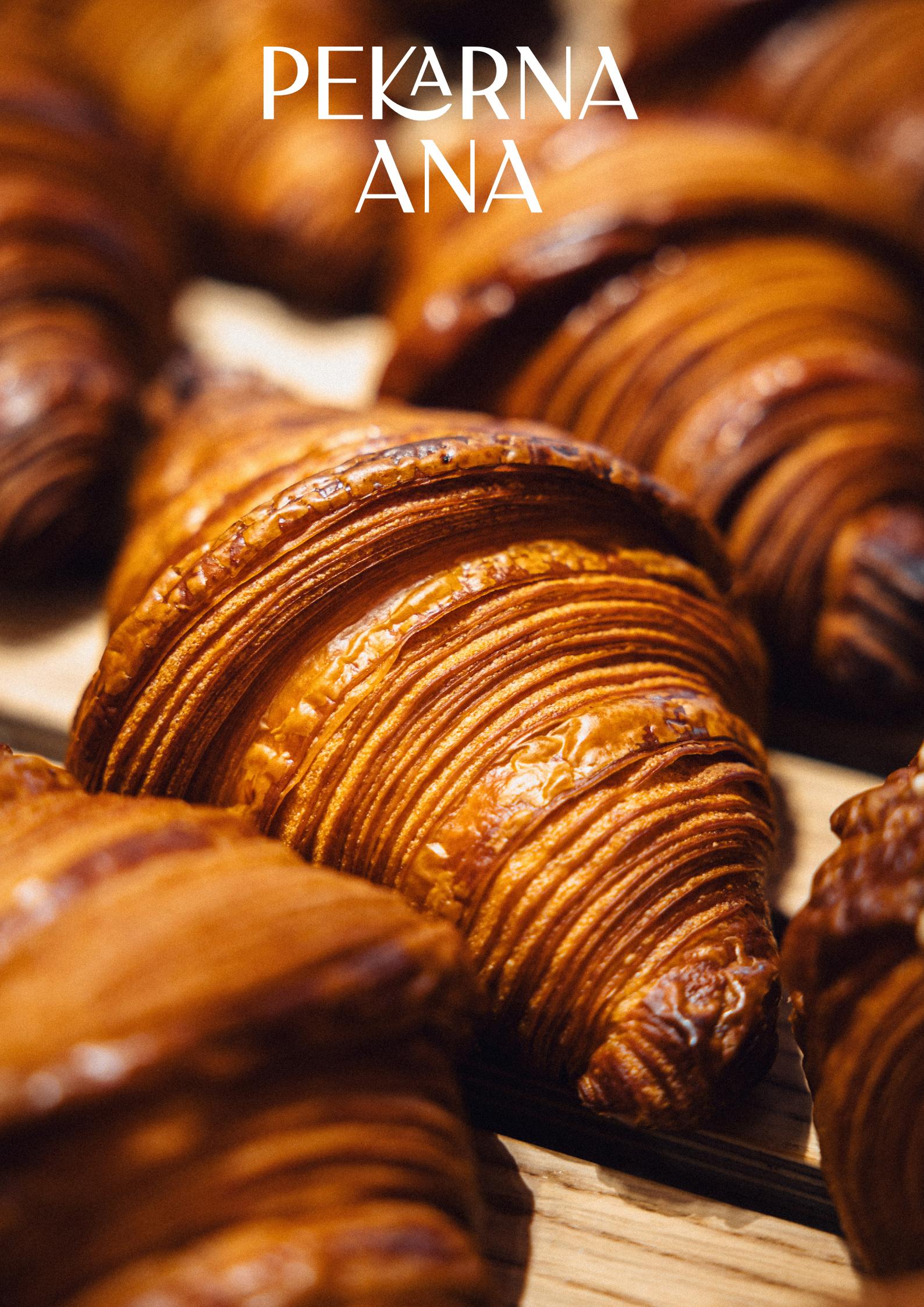
PASTRIES AND GOURMET SANDWICHES

Sweet, savory, and always made with exceptional care, skill and creativity.

A BAKERY BUILT FOR ALL SENSES

The smell of fresh sourdough on the street will bring you in. The taste will bring you back.

PEKARNA ANA



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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.

E dialogue@anaros.eu

