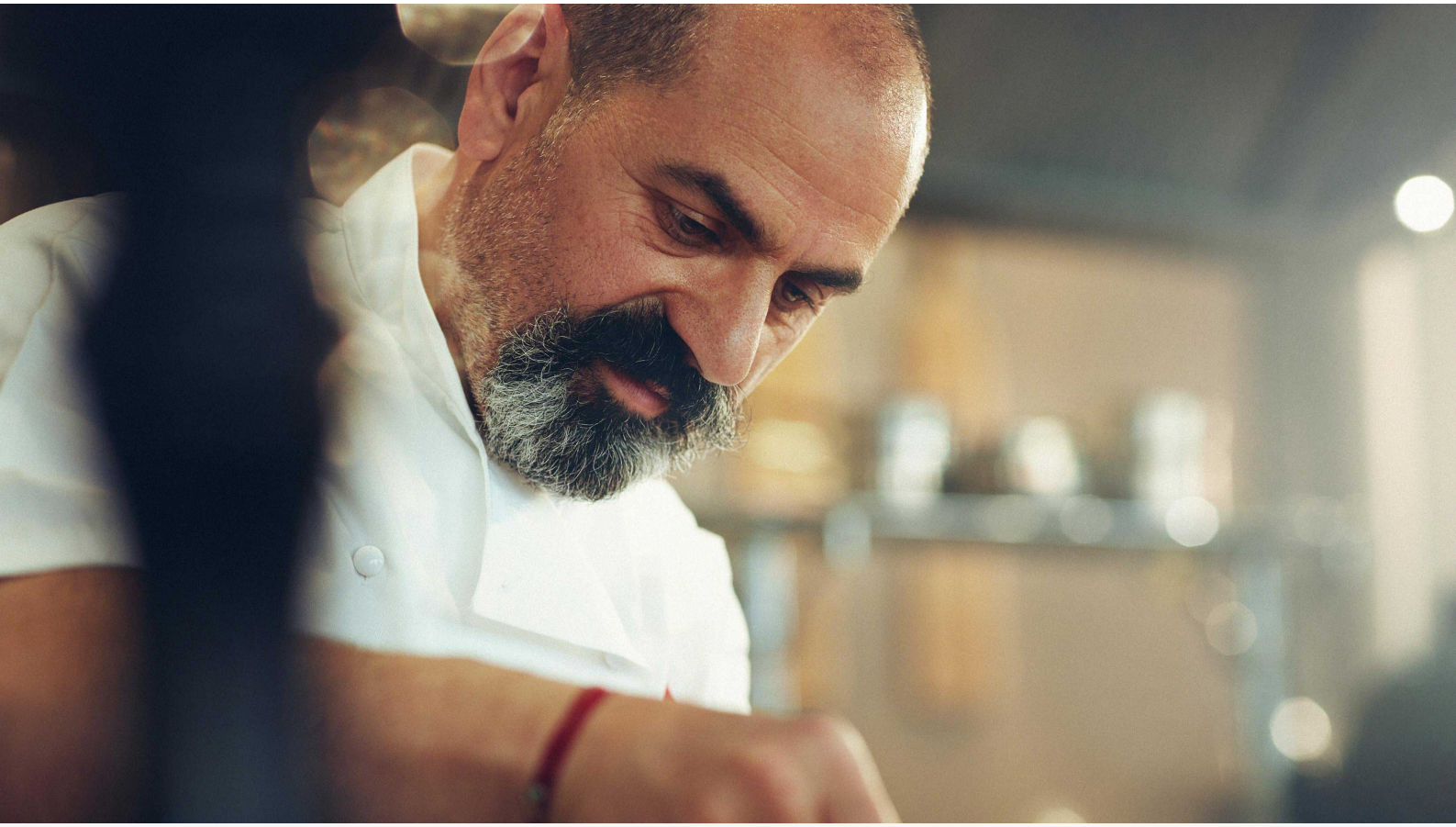


Culinary overall performance

This article reflects the status at the time of its publication. The content may since have become outdated.

29/01/2018 For Mnatsakanov, a driving experience is comparable to a gastronomic experience. A portrait of the Russian celebrity chef.

High-quality ingredients, knowledge of the chemistry of pleasure and creating a unique atmosphere. Three components that constitute an overall experience. The Russian celebrity chef Aram Mnatsakanov masters this recipe in the culinary field like no one else. The result is an unforgettable experience that stimulates all the senses. As a Porsche fan, Aram Mnatsakanov also sees his philosophy reflected in the Porsche brand. A parallel universe with quite similar basic principles.

Aram Mnatsakanov is full of energy. A person who trusts his strengths, gives it his all and acts impulsively. And he knows how to channel his energy into success. Even when the idea sounds crazy at first: In 2001, he opened the legendary Probka Wine Bar in St. Petersburg – at a time when drinking wine in Russia was fashionable, but still very expensive. Mnatsakanov is firmly convinced that it always takes great courage to achieve great things. "The most important thing is to reap the fruits of your own

success – unlike Vincent van Gogh, for example" he says and laughs.

Restaurants in St. Petersburg and Moscow

Today, he has 7 top-class restaurants in St. Petersburg and one in Moscow. He employs over 500 staff and has plans to open more restaurants in London and Berlin. A level of success that was anything but conceivable. An automotive engineer by trade, it wasn't an obvious change of direction for Mnatsakanov to head into the kitchen. Yet, the highly energetic chef sees obvious parallels between engineering and top-quality culinary services.

For Mnatsakanov, a driving experience is comparable to a gastronomic experience. "The pure pleasure. Before I got to know Porsche better, I had made false assumptions. I thought that only car enthusiasts had a Porsche to keep in the garage. But now, I won't drive anything else. Particularly on long journeys. I can drive my 911 or my wife's Cayenne for long distances without getting tired. After 10 minutes at the wheel, I have left all problems behind me. It's like having a good gastronomic experience."

The smooth interaction of the individual components to create an overall experience – for Aram Mnatsakanov, this philosophy is equally applicable to the culinary and automotive world. The focus is always on people. "Whenever customers come into a restaurant, they want to be overwhelmed. If you can do that, you have a regular customer for life. The same applies for Porsche: When a customer comes to you and gets the impression that everything around him was done just for him, he becomes a very loyal customer. That's what gives pleasure. With little surprises here and there."

Aram Mnatsakanov's cooking is clear and simple. He uses few, but high-quality ingredients. Mozzarella from Naples, olive oil and balsamic vinegar from Modena. "You combine them, but otherwise leave them untouched. Less is more when it comes to pleasure.“ A clear commitment to no-frills elegance, which Mnatsakanov shares with Porsche. If his culinary skill was part of the new Panamera, it would be the integrated chassis control system Porsche 4D Chassis Control: While in the kitchen, all ingredients work together perfectly, the technology in the vehicle ensures the perfect interaction of all chassis systems. For an optimised overall performance. And what would Aram Mnatsakanov's speciality be? "The engine - no question about it. It is unbelievable. Just like the sound – in a sense, it is the dessert."

Link Collection

Link to this article
https://newsroom.porsche.com/en/scene-passion/porsche-aram-mnatsakanov-ikra-gastronomic-festival-russia-panamera-turbo-saint-petersburg-moscow-14754.html

Media Package
https://pmdb.porsche.de/newsroomzips/e9d4d198-4b29-4add-b1ce-6958ddf9ffd3.zip