



Giorgio Ferrero

General Manager Houston

Giorgio Ferrero was born in Turin, Piedmont, Italy, a place where he was immersed in great, quality food, flavors and ingredients, beginning in his youngest years. As Ferrero grew up, his interest in fine cuisine and wine grew into a pursued profession, with dreams of opening restaurants where he could share his love of food and wine with others. Ferrero traveled Europe to study with some of the greatest chefs, wine producers and sommeliers, where he learned technique and distinction of the finest food and wine of various regions of Italy, France and others. Ferrero also worked with French and Italian hospitality and tourism venue managers, training in the business, operations and marketing of restaurants and fine dining, and along the way, he met his wife, a beautiful French woman who, to this day, continues to be his greatest source of support and inspiration.

Ferrero soon achieved his goal of opening two successful, high volume restaurants in Italy. After several years of their operation, Ferrero then ventured with his family to the U.S., inspired to widen his breadth of knowledge and experience in various dining concepts. He first landed in Washington, D.C., and soon after he moved to Aspen, Colorado, where he worked at L'Hostaria alongside celebrated Chef Tiziano Gortan. It was an opportunity of a lifetime that led to his move to Las Vegas, as he was given the chance to work with Chef Luciano Pellegrini and master restaurateur, Piero Selvaggio. In Vegas, Ferrero oversaw Selvaggio's restaurant Valentino for three years, credited with its annual receipt of the Wine Spectator Grand Award of Excellence, awarded for the property's

superior wine lists. He later transitioned his work and wine expertise to another acclaimed venue, Chef Charlie Palmer's Aureole at Mandalay Bay Resort and Casino, where he managed its fine dining operations and the curation of its extensive 6,000 bottle wine menu. While in Las Vegas, Ferrero also held tenure as Head Sommelier of Mario Batali's award-winning B & B Ristorante, located at the Venetian Resort and Casino.

After seven years of experiencing the glitz and glamour of Las Vegas, Ferrero began to crave a greater family-oriented environment. Ferrero saw an opportunity in Houston with Smith & Wollensky, a brand he was familiar with for its reputation of fine dining service, as well as its signature steak dry aging process. Ferrero was drawn to Houston for its neighborly, strong rooted community, one that warmly welcomed him and his family as they transitioned to life in Houston. Now serving as General Manager of Smith & Wollensky Houston, he continues to enjoy the welcome from all of the new and longtime guests, as the restaurant continues its strong presence as a dining and meeting destination in Highland Village. He feels blessed to work with seasoned Smith & Wollensky Executive Chef Tom Elbashary, as well as a best-in-class management and service team. On his position, Ferrero says, "There's nothing more rewarding than seeing how our team continuously exceeds our guests' experiences – from the exceptional food and wine, the great care in service, and the memories made while spending time at our restaurant. It's rewarding and inspiring every day, with every guest."

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