

# TIAN

## RESTAURANT WIEN

### **PAUL IVIĆ**

A revolutionary in vegetarian haute cuisine talks about the conscious use of food—from root to leaf

Paul Ivić has revolutionised vegetarian cuisine. With an extraordinary sense for tastes and flavours, the Michelin starred chef transforms organic ingredients into delicious and refined dishes. With the TIAN gourmet restaurant in Vienna—the only vegetarian restaurant in Austria and one of only five worldwide awarded with one Michelin star and three toques by Gault Millau—he has reached the peak of vegetarian cuisine. As an ambassador for conscious nutrition, one of his biggest goals is to raise awareness of the treatment of genetically modified food and food that has been poisoned with pesticides. It is his constant aim to reinforce the position of organic agriculture.

As head chef of the TIAN Restaurant Wien, Paul Ivić has reached the peak of vegetarian cuisine. There are only five Michelin starred vegetarian restaurants worldwide. And since 2014, TIAN Vienna has been one of them; on top, it has since been awarded three Gault Millau toques. The passionate chef is an advocate for biodynamic agriculture and a critic of genetically modified food. Hence, a few years ago, Ivić began to dig deep and make use of his entire knowledge about nutrition. This was the beginning of an intense analysis of a healthy diet and the effects of certain eating habits.

### **No compromise when it comes to quality**

Chef Paul Ivić has one doctrine: quality first. And there are no exceptions, given that herbicides, pesticides, antibiotics, hormones or genetically modified products have no place in a healthy diet. „I have high demands when it comes to myself, my producers, their products and my team. We continually have to refine our expertise in order to achieve this goal. We have to further expand our basic knowledge, discover new products, constantly challenge ourselves and break new grounds with our partners“, Ivić explains. After all, two products may appear to be completely identical, but their true origin will only be revealed by their taste. "We have one leading edge over other restaurants: our partners have the same quality standards as we do. By constantly exchanging our experiences, we broaden our own horizons. Our enthusiasm for high quality food is our motor—you can taste this in our dishes“, Ivić continues.

### **Regional and yet global**

As a head chef it is imperative to deal with the different cultivation and breeding methods and to fully understand their meaning. But any amateur chef should reflect on the following questions: where does the food come from? Have the crops been harvested in a fully mature state? Have the animals been kept in ways appropriate to their species? The difference between two products can also be defined by the way they are cultivated, i.e. whether they are able to grow slowly or whether they are enhanced with artificial fertilisers in order to carry as high a yield as possible. Food and nutrition should never turn into a religious war, but rather a way to connect people. „Regional origin is a high priority, but still I am a person who loves and enjoys the global aspects of food; there is such an astounding variety of spices and vegetables in other countries and cultures that it is impossible for me not to use them in my kitchen. I have the highest respect for all those who consciously deal with food items, their origin, their processing and delivery.“ Ultimately, living in a world where food items are poisoned with pesticides, livestock farming holds animals under cruel conditions and feeds them drugs, industrially processed food contains questionable ingredients and water is privatised, we have to take responsibility for us and others. "By taking an interest in the origin of my food and its producer, it is my way of

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showing them respect. Respect of nature, animals and the people who care for their wellbeing“, says Ivić. "In theory, there is enough food on Earth for everyone, but a large part of the harvest is transferred directly into industrial agriculture. In the past years, the food industry has headed off in a direction that is not necessarily the best for us in terms of our health. Just think about the pharmaceuticals used in intensive livestock farming. In the long haul, this will destroy our planet. Thus, from a long-term perspective, we have to make the right choices when it comes to our diet and the food items we buy.“

#### Showing respect--from root to leaf

During his training to become a chef, it was important to Ivić to abide the rules and to learn to execute things in one particular manner. This way, he learned the basics of cooking. Today, he enjoys the freedom to cook as he pleases. He always stays curious and creates new combinations, discovers new taste sensations. He has been the head chef at TIAN Vienna since its opening 2011 and since then, TIAN has always been more than just a restaurant with a vegetarian cuisine. Eating is more than food intake. Eating means taking responsibility for all resources and all the hard working people behind them. Eating means bringing people together. After all, food does not need a common language, all it takes is a good soul. Every meal that we eat is a reflection of the people that have been working endlessly to bring the respective ingredients to our table. People who take a deep interest in the perfect composition of the soil where the seeds are planted. People who experiment with the ideal point of harvest. People who make sure their products make their way from their farm to the restaurant as quickly and as fresh as possible. At the TIAN restaurant, their hard work will always be appreciated: by using the whole crop from root to leaf without producing any waste.

#### About Paul Ivić

Since its opening in 2011, chef de cuisine and CEO Paul Ivić has been the major figurehead of the TIAN Restaurant in Vienna. With his refined creations from purely vegetarian ingredients and a never ending strive for highest quality, fair food and a sustainable cuisine, Paul Ivić and his team at TIAN Vienna were awarded **one Michelin star** and **three toques by Gault Millau** as the first and only vegetarian restaurant in Austria and one of five worldwide.

Born in Tyrol with Croatian roots, Ivić learned his trade in the high gastronomy in Germany, Austria and Switzerland, before settling down at TIAN in Vienna. Meanwhile, he has published two cookbooks (*Vegetarische Sommerküche*, 2015, and *Vegetarische Winterküche*, 2017, both published at Brandstätter Verlag in German); another book is currently in the making. Since 2015, the top chef was part of the tv production *Frisch gekocht* (ORF) and he also stars in its follow-up *Schmeckt perfekt* as of April 2018. In 2015, he appeared as a guest judge in the finale of the popular cooking show *The Taste* (Sat 1). His latest project is a series of events with other top chefs called *TIAN Food Evolution*, dedicated to the future of nutrition.

Career: Hotel der Seehof Goldegg in Goldegg, Hotel Trofana Royal in Ischgl, Gasthof Hotel Post in Lech, Hotel & Resort Schwielowsee

Awards: 1 Michelin star (since 2014), 17 points Gault Millau, winner of the Trophée Gourmet for the most creative cuisine in 2013, Rolling Pin climber of the year 2011, Look Award best vegetarian chef in Austria 2017

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#### **About TIAN Restaurant in Vienna**

TIAN Restaurant Wien opened its doors in December 2011 as the first location of today's TIAN group, founded by Christian Halper,. Since the beginning, head chef and CEO Paul Ivić has been setting new benchmarks in vegetarian and vegan cuisine – a cuisine that has been met with high international acclaim. One Michelin star and three toques by Gault Millau had yet been unprecedented for a vegetarian restaurant in Austria. Due to this recognition, TIAN is one of the three best vegetarian restaurants in Europe – and one of the five best worldwide. More: <http://www.tian-restaurant.com/wien/en>

#### **Location & Info**

TIAN Restaurant Wien

Himmelfortgasse 23, 1010 Wien

TIAN Bistro am Spittelberg

Schrankgasse 4, 1070 Wien

TIAN Restaurant München

Frauenstraße 4, 80469 München

#### **Contact**

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