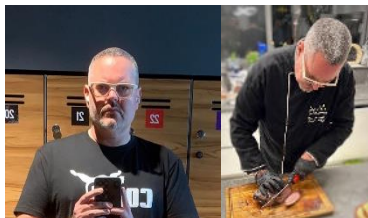


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## Biography - Chef Uri Arnon



I was born and raised in Tel Aviv, to a father who converted to Judaism and immigrated from Switzerland (he was the son of a Protestant priest) and a mother who immigrated from Egypt (daughter of a great Rabbi).

Our house was a religious one, and my siblings and I were sent to study high school in a Yeshiva in Jerusalem. Among my brothers, I was the one who went the farthest towards religion, and afterwards the one who took the biggest U-turn away from it. However, religion and tradition remain close to my heart.

During my travels after the army, I met my wife (now my ex-wife and a good friend), who was born in the Western Galilee, where we built our home, raised our three children. We continue to reside and work in this beautiful region of Israel.

I opened and managed two restaurants in the Western Galilee, in our partnership region - "Arnolds" which is a restaurant in Moshav Netiv HaShayara and "Roots", another restaurant in Akko, which I opened together with two local chefs – a Christian chef and a Muslim chef.

I have always been involved in multicultural culinary initiatives such as hosting Arab chefs in my kitchen, accompanying, and advising Druze businesses, the Roots restaurant, and many others. I am also one of the founders of "The Tourism Association in the Western Galilee".

This year, after 25 years of active cooking and running restaurants, I opened "Umami" - a consulting, branding, and marketing company for culinary, tourism and lifestyle businesses, which operates mainly in the Western Galilee and Northern Israel. Umami's goal is to assist these businesses achieve excellence and recognition.

