



From January 17th to the 20th, 2016, CARE's returns to the center of the international debate on the future approach to restaurant hospitality. The new project of Norbert Niederkofler and Paolo Ferretti derives from territory, ethics, research and training, sustainability and sharing providing for an innovative vision of the profession for the new generation of young chefs.

The protagonists of international restaurant hospitality, along with the most qualified wine makers and experts from the food industry will gather in **Alta Badia**, Alto Adige, from **January 17th to the 20th of 2016** to discuss and share **common visions, ethics and responsibility of today's food and wine culture.**

CARE's- the ethical chef days- is a project conceived and brought forth by **Norbert Niederkofler**, (Michelin starred chef of the Restaurant St. Hubertus (Hotel Rosa Alpina in San Cassiano) and **Paolo Ferretti**, (owner of the communications agency HMC of Bolzano), with the contribution of **Giancarlo Morelli**, (Michelin starred chef and owner of Pomieroeu) and AUDI as a main collaborative partner along with **Alta Badia, Colmar, Ferrari Trento, Lavazza, Monograno Felicetti, S. Pellegrino & Acqua Panna, Südtirol.**

The event in January marks the "zero" edition of the project that intends not only to unite the most significant personalities of the international food and wine scene, but to offer **rotating locations**. Utilizing different settings for a widespread, global audience will serve exemplary in terms of **development of communities, respect, and protection of the environment** thereby creating opportunities for discussion and awareness at the local level but with a **strong international breath**. Furthermore, the event is planned **biannually**: the next edition will take place in the summer months.

With the **spectacular scenery of the Dolomites** as the backdrop of the event and the various resorts of **Alta Val Badia** involved providing **everpresent relevance of responsible use of natural resources**, the itinerary of CARE's first edition will take place over the **four working days**. From San Cassiano to Corvara, La Villa and various other locations the schedule includes panel discussions, *Cooking Masterclasses* and *Chef Talk* in which participants will bring their own personal testimony of the food and wine world as it relates to the overarching theme of **conscious use and enhancement of community**.

CARE's **mission** is to promote **attention to nature**, exploiting the best environmental practices in terms of **territory, local products and seasonality**, with emphasis on **responsible consumption, material recycling and reuse of food waste**. The formula chosen seeks to engage the guests of the industry in direct collaboration by offering a platform for idea sharing and enrichment starting with personal contributions of participants, with focus on content rather than prestige and individual accreditation. Thus the objective strives to bring substance and concreteness into the spotlight, in



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hopes of bringing forth the awareness that culture, at all levels, is contagious and can trigger virtuous mechanisms at risk of altering behavior and quality of life.

Particular attention will be paid to the **education of the next generation**, with themed programs for children on food, respect for the environment and sustainability. Within this context, there will be an **Ethical Young Talent Award** awarded to young chefs, pastry chefs, sommeliers and dining room staff, assigned for each edition of CARE's by a jury composed of participating professional chefs. In addition to a prize, the winner will be offered to work for a month in a recognized restaurant, an unparalleled and valuable experience for enrichment.

The chefs participating in the event are selected by invitation of the organization, which seeks to host, from one event to the next, over **thirty chefs from around the world** in united collaboration.

Also in projected attendance are organic wine producers, various food purveyors, restaurant management figures, sommeliers, national and international media representatives and other professionals coherent with the theme of the event.

At www.care-s.it is available the itinerary of the **first edition of CARE's** with details of participating chefs and partners.



Norbert Niederkofler & Paolo Ferretti

thanks to:

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**Südtirol - Alta Badia - Colmar - Cantine Ferrari -
Lavazza - Monograno Felicetti - S.Pellegrino Acqua
Panna**

**Agrimontana - Antonella Bondi - Forst - Mila -
Molteni&C Dada - Consorzio Vini Alto Adige - Rochini
- Zafferano**

**Back Magic - Broggi - Bragard - De Nardo - Fraizzoli -
Frumat - Galloni - Global - Italia del Vino - Kohl - Le
Soste - Longo - Marrone - Mepra - Pardatscher -
Pompadour - Villa Laviosa - Villeroy & Boch -
Woerndle**



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Partners Hotel

Sporthotel Panorama – Corvara in Badia (BZ), Hotel Col Alto – Corvara in Badia (BZ), Hotel Sassongher – Corvara in Badia (BZ), La Majun – La Villa (BZ), Hotel Christiania – La Villa (BZ), Hotel la Perla – Corvara in Badia (BZ), Hotel Cappella – Corvara in Badia (BZ), Posta Zirm Hotel – Corvara in Badia (BZ), Hotel Rosa Alpina – San Cassiano in Badia (BZ), Hotel Antines – La Villa (BZ), Hotel Cristallo La Villa (BZ), Ciasa Roby – San Cassiano in Badia (BZ), Ciasa Salares – San Cassiano in Badia (BZ), Hotel Fanes – San Cassiano in Badia (BZ)

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Thanks to all our partners for having supporting us in this great ethical adventure.

