



The ethical Chef Days



Audi



**CARE's and Pasticceria Marchesi 1824
appoint the *CARE's Social Responsibility Award*
to Harald Gasser, “guardian of the rare vegetables”.**

CARE's and Pasticceria Marchesi 1824 assign the CARE's Social Responsibility Award to Harald Gasser, a farmer specialized in the agriculture of rare vegetable types. In occasion of the CARE's - The Ethical Chef Days event Pasticceria Marchesi 1824 will present the CARE's Social Responsibility Award to Harald Gasser, the farmer from Alto Adige specialized in the farming of rare and "old" vegetable species.

In supporting this initiative, the historical Milanese patisserie -property of the Prada Group- strongly emphasizes its interest and adhesion to philosophy and principles of food and wine ethics, sustainability and development as are conveyed through Norbert Niederkofler and Paolo Ferretti's new project.

Leading personalities in the world of international food will join experts and critics of the sector in **Alta Badia**, Alto Adige, **from Jan 17 to 20 2016** to discuss and share their common vision, founded on principles of ethics and responsibility, in the world of wine and food culture.

The **CARE's – The ethical Chef Days** project was created and promoted by **Norbert Niederkofler**, starred chef of the St Hubertus Restaurant (Hotel Rosa Alpina of San Cassiano) and **Paolo Ferretti**, owner of the **hmc** communication agency of Bolzano, with the contribution of **Giancarlo Morelli**, starred chef and owner of Pomiroeu. The name of this project has a strong meaning and an important mission: **to nurture the earth, the environment, the rythm of nature and culture in all of its forms.**

Numerous partners decided to embrace the CARE's philosophy and support its message in different forms, even prior to this event. Among these a special mention goes to **Pasticceria Marchesi 1824**, the historical patisserie in Milan founded in 1824, now property of the **Prada Group**, who decided to support the **CARE's Social Responsibility Award**. This Award aims to enhance and promote the effort of professionals who have distinguished themselves in their activity **by means of innovative practices that favour ecology, social sustainability, and the valorisation of the earth and biodiversity.**



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Marchesi
1824

In this first edition of CARE's the award will be assigned to the **agriculturist from Alto Adige Harald Gasser**. Gasser is also known as the “guardian of rare vegetable species”, and has received recognition for his important dedication and research in favour of a biological and sustainable agriculture whose goal is to preserve and respect biodiversity. His attention is focused in particular on ancient and almost forgotten vegetable produce and production techniques. Notwithstanding the several failures and sacrifices made to achieve his goals, Harald today has reached the incredible result of being able to farm **400 different types of vegetables on 3.000 square meters of land**. His vegetables are the most highly requested by the most famous chefs of Alto Adige and throughout Italy.

Pasticceria Marchesi 1824 decided to embrace this initiative with enthusiasm as it provided the opportunity to sustain a project where the goal was to promote, conserve and communicate principles tied to the search of excellence and enhancement of the more traditional food production techniques – thus compatible to its own field of application- in the utmost respect of ethical and environmental values.

The award will be delivered on Tuesday January 19th during a dedicated event within the CARE's program. In addition to the support offered by **Marchesi 1824**, the event will also feature a “**made to measure**” **professional communication project** that will allow Harald Gasser to **communicate and optimize his activities through all media types** (traditional, web, social).

Since its foundation in 1824, Pasticceria Marchesi has been considered a symbol of excellence in the city of Milan and the port of call of an elegant, cosmopolitan clientele.

Every day its artisan workshop produces top-quality cakes and pastries, prepared according to unique recipes and sold in the first and historical shop, in Via Santa Maria alla Porta, and in the newly-opened store in Via Monte Napoleone.

In the new Via Monte Napoleone boutique café, representative of the image of sophisticated elegance, for which Marchesi has been known for almost two centuries, the spaces include two intimate and exquisite tea rooms - offering a delicatessen menu- and Marchesi's classic assortment, enriched of a new range of sweets and bakery products.

Public Relation for CARE'S

GRASSI & PARTNERS PR

silvia_brunoventre@grassipartners.com

marcello_lovagnini@grassipartners.com

T. +39 02 58435112