



The ethical Chef Days

CARE'S 2017

ALTA BADIA, 22-25 JANUARY

AUDI

With its advanced mobility solutions and state-of-the-art automotive technology, the Audi brand strategy adopts a holistic approach, where the car is functional to our relationship as humans with safe and sustainable surroundings. This is why we have decided to participate once again in CARE's and to promote respect for the environment through gastronomic culture based on the responsible use of resources. This commitment is in keeping with the partnership between the 'brand with the four rings' and involves the supply of Audi electric charging stations to achieve greater integration of sustainable technologies in the local area.

AGRIMONTANA

Agrimontana and CARE's are following the same path. A commitment to an ethical and responsible use of raw ingredients and how they are processed have been a cornerstone of our company since 1972. An example? Bronte gives us its inimitable pistachios every other year and in small amounts. So when the fruit is not available, we take it off the market. We do not attempt to trick consumers, in spite of the constant demand from markets and professional patissiers; rather, we find other excellent Italian products of equal value. Another example: our citrus peel is candied at a low temperature and always before the peel is chopped. We candy the whole peel, which means more work and higher costs of course, but the quality of the product and the integrity of its essential oils are priceless.

Agrimontana is also involved in protecting the very best of Italian produce, first and foremost chestnuts, only grown today by a few cooperatives who we support to the best of our ability both in the production phase and subsequently through advertising and promoting a product to the public that experts call the "diamond of the pastry making world". Our commitment is also environmental, which is a part of our very being and that we realise is totally in keeping with the mission of CARE's. That's why this year we will be even more proud to support the event with the "Young Ethical Patisier Award" for the young pastry chef who, in spite of all the shortcuts and helping hands available today, acts as a standard bearer for the same message as ours, with strength, perseverance and conviction.

ALOIS LAGEDER - SUMMA

Summa goes CARE's – CARE's goes Summa.

From a great friendship and shared values comes a new partnership.

Taking care of the land, developing it, and respecting the environment and the rhythms of nature in order to reap its precious fruits. These are the core values that the CARE's event has in common with the philosophy of the Alois Lageder winery estate in Magrè (BZ), a family company with a tradition in wine that dates back almost two centuries and that is characterised by a holistic and sustainable approach, as reflected in its organic-dynamic cultivation.

For the first time, the company based in Alto Adige – friends with the chef Norbert Niederkofler for many years now – will be a partner of the "Ethical Chef Days". Together with some Italian and foreign winemaker friends who will be participating in the Summa 2017 event, a consolidated food and wine event scheduled to take place on 9 April 2017 at the Alois Lageder Estate in Magrè, (www.summa-ol.eu) – it will be presenting its finest labels paired with exclusive menus.

But the collaboration does not end there. For the grand celebration organised for the evening of Saturday 8 April and dedicated to the "20 years of Summa" jubilee, six CARE's chefs will delight guests at the Walking –

Wine - Dinner event entitled "Six premium chefs for Summa", again at the Estate, focusing on the themes of regional and seasonal produce with their dishes. This brings a wonderful partnership between various sectors full circle, with the aim of promoting shared interests and values.

ALTA BADIA

The CARE's event is the perfect partner for the area of Alta Badia. The high-level gastronomy, together with the unique setting of the Dolomites, a UNESCO World Heritage Site, have always been the strengths of our area. The activities and locations chosen by CARE's reflect the quality of the local land and culture and allow guests to fully understand the place where they have had the pleasure of staying. Quality, in all shapes and forms, is the common thread that links CARE's and Alta Badia.

BERKEL

For over a century, Berkel has been synonymous with cutting perfection: the blades of Berkel meat slicers enhance and take care of the quality of the ingredients (from cold cuts to meat, fish and vegetables) preserving all the aromas, flavours and nutrients. Berkel is a partner to all chefs who are interpreters of cuisine that focuses on the quality of the raw ingredients and their wholesomeness, helping them do so even more successfully with the correct cutting tools. Genuine artisanal Italian-made gems, the legendary "red" fly-wheel machines combine the perfection of a timeless mechanical device with unique and unmistakable design.

BROGGI

The Broggi / Villeroy & Boch CARE's experience

For a company, sustainability can mean many things. For Broggi / Villeroy & Boch first and foremost it means awareness that starts with production decisions and the type of raw material used, and ends with a tough and durable finished product, without forgetting the working conditions of all employees in the workplace. So, to produce items that are not only beautiful and functional, but that also last a long time, it contributes to greater awareness of the footprint that we leave in our time on Earth. Sharing these values with people who choose and use Broggi / Villeroy & Boch products every day, making hospitality its mission in life and tackling these issues in an event like CARE's, makes us proud and confident that there is something extra to be found in professional relationships that can help us live a better life.

CANTINE FERRARI

For more than a hundred years, **Cantine Ferrari** have been serving restaurants with sparkling wines that are the result of its love for the **Trentino area and a tireless pursuit of excellence**. In recent years, these values have taken on a new meaning in Ferrari's commitment to **sustainable mountain viticulture**.

The partnership with **Care's** fits in perfectly with a shared vision based on ethics and sustainability, developing the local land and the art of hospitality.

COLMAR

Sport and style, without forgetting technique. These have been Colmar's watchwords since 1923.

Besides sport and style, its DNA also comprises innovation and history.

Sport because "Sport doesn't construct the personality, it reveals it."

Style because "Style is the mark of what you are in what you do"

Innovation where "The details make perfection and perfection is not a detail"

History because "Today like yesterday, our goal has always been to produce garments that are synonymous with technical research, comfort, modernity and style."

DE MANINCOR

DeManincor's history is rooted in the Trentino region, a land that has always skilfully combined tradition and innovation, as well as growth and quality of life. It is these values and the experience it has acquired over more than 180 years in business that makes it a powerful force in its work alongside professionals from fine dining restaurants, supplying made-to-measure cooking units that can meet the sector's most demanding requirements.

Our ethical vision, the use of top quality raw materials and the attention to environmental sustainability, make us the ideal partner for CARE's - The ethical chef days.

ENEL AND MO-FOOD TOGETHER FOR A SUSTAINABLE AND ETHICAL APPROACH TO FOOD

Enel is sponsoring a series of events that combine haute cuisine with sustainable development models

For the whole of 2017, Enel will be a partner of Mo-Food, the company of the Michelin-starred chef Norbert Niederkofler who organises CARE's - The Ethical Chef Days, a project that is intended to be an opportunity to take an ethical and sustainable approach to the theme of cuisine.

The production and informed use of raw ingredients and food, and the development of the local land and its peculiarities are the main ingredients of this initiative, the same that have made Norbert Niederkofler one of the leaders of an ethical and sustainable approach to food.

Enel's sponsorship programme includes a series of events – the two main ones are CARE's and Cook the Mountain – that involve Michelin-starred chefs and experts in the sector, as well as journalists, opinion leaders, industrialists and entrepreneurs.

This all goes to show the importance Enel places on the local land and its commitment through a series of initiatives that focus on innovation and sustainability. The partnership with Mo-Food is intended to be a stimulus for the increasing use of alternative energy resources, to reduce consumption, to be more aware about recycling materials and reusing waste and finally for the development of sustainable mobility.

FUMOIR

CARE's turns into Fumoir d'Alta Quota, with a warm and intimate mountain chalet. More "mountain refuge" and many new features in the new FUMOIR D'ALTA QUOTA, which also takes its inspiration from the Winter terraces and lounges in large resorts and urban hotels.

Discover the sensory experience of its CHOCOLATE DOMORI crû selections and the ever-present SEGNANA grappa, a *ménage à trois* that you really shouldn't miss.

ITAS ASSICURAZIONI VERSICHERUNGEN

Simone Patat and Mirko Pedot's Agenzia Bolzano 1

Sponsor: a person who supports an initiative, an event, or a venture financially, with the aim of promoting themselves and enhancing their prestige.

We, however, like to look at the root of things. So this term is even more loaded with meaning for us, as in this case, as it is a chance to pause and reflect on the nature of CARE's and the guidelines of a new kind of ethics, experiencing the environment as a finite resource that needs to be looked after and protected.

This is the full force of this word, which has an ancient past, that convinced us that being with you means "committing ourselves" to this extraordinary, but very delicate ship that carries us through the universe.

KOHL

How will apples grow in the mountains at almost 1,000 metres above sea level? Thomas Kohl, the first refiner of apple juice, found the answer in Auna di Sotto sul Renon and today demonstrates his first-class mountain apple juices. No herbicides or chemical fertilisers are used in his apple orchards whatsoever. A lot of manual work, a select harvest and gentle pressing are the essential points on his to-do list. The mountain apple juices stay fresh thanks to its slight pasteurisation and they do not contain preservatives, additives or added sugars. This is what makes the natural aromas and colours of the juices so good! All juice labels feature the word "VEGAN".

At the moment, Kohl supplies 6 single-variety mountain apple juices available in six types: Gravenstein, Jonagold, Pinova, RubINETTE, Rouge and Elstar. There are also 10 cuvées (the Essence line) made from apple juice with a more suitable partner or with interesting flavour extracts such as elderflower, mint, pear, apricot, carrot, elderberry, blackcurrant, blueberry, cranberry and peach. At the very top, there are two limited production juices - Grand Crus made with old apple varieties: Ananasrenette and Weißer Wintercalville.

A delicious, refreshing drink to be enjoyed every so often, or a sophisticated drink for meals.

We felt obliged to participate in CARE's. The CARE's mission is the same as ours: because in our juice you'll find the essence and the substance of our land, and we pay close attention and put love into everything we do. We carefully select the varieties, we give them tender loving care throughout the year, and we know full well that the taste and the quality of the juice are formed while the apples are still hanging on the tree. This is how each of our varieties of mountain apples grows in an extremely individual way: the aromas and the texture are unmistakable! www.kohl.bz.it

LAVAZZA

"CARE's - the Ethical Chef Days - an event now in its second edition, is supported once again this year by Lavazza, the company that symbolises authentic Italian espresso, sharing an ethical and sustainable vision of gastronomy.

For the occasion, Lavazza will be on hand in all the locations with its fine ¡Tierra! **Origins Brasile** blend, which encapsulates the values of sustainability and excellence.

At the Casa della Cultura there will be a Lavazza Bar, with workshops on coffee and tastings of the premium blend obtained from the best Brazilian coffees with their intense flavour and dominant notes of chocolate, dried fruit and cocoa.

This year Lavazza will also be supporting the Talent Award, for talented up-and-coming young people.

MARCHESI 1824

The idea of introducing and developing in the world of restaurants a culture that respects the environment and protects and supports production companies that are known for their tradition and quality was an opportunity that Marchesi 1824 could not let pass by, as it is perfectly in keeping with its own fundamental values. The 'CARE's Social Responsibility Award' that we are supporting reflects this approach: rewarding producers who have distinguished themselves in preserving top-quality craftsmanship that pays special respect to tradition or crops and farming techniques that reflect environmental and ethical values.

MEPRA

Mepra is a manufacturer of cutlery, tableware and pans, with over 70 years of manufacturing experience behind it. It has always paid very close attention to the quality and design that Italian-made items are famous for. The company is located in a production unit in Lumezzane, which has approximately 25,000 inhabitants and almost 2,500 companies and self-employed workers. This is why Mepra products are found on the finest tables all over the world and the level of care and craftsmanship that is put into each piece is extremely high and unique. In recent years Mepra has provided customers with made-to-measure projects for their dining table, like a suit that is sewn according to the customer's requirements: today our products are manufactured like Haute Couture, having abandoned the mass production that is typical of prêt-à-porter long ago.

Of course, all this involves bearing in mind the importance of respecting and taking care of the environment. One of the best examples is its collection of ACTIVE pans, made from three metals, that provide very high professional performance with reduced energy consumption and very low heat dispersion.

At CARE's, the guests at the event, besides having lunch and dinner with Mepra cutlery, can learn recipes from prestigious chefs at the Master Classes at Castel Colz.

MIELE

Miele is a world leader in innovative, high-quality home appliances that provide superb results and guarantee maximum efficiency and maximum energy saving, with no waste.

Founded in 1899 and guided by its "Immer Besser" philosophy, the company combines the vision and the values that form the basis of CARE's project: an innovative approach to food, based on quality across the board, from production to cooking techniques.

For three years Miele has worked with the chef Norbert Niederkofler exploring the potential of Miele ovens and hobs, always adopting a sustainable approach that respects nature and local producers. Miele is taking part in the second edition of CARE's to confirm the goals and values it has in common with the chef from Alto Adige, starting with its connection with the Alto Adige region, home of the German company for almost 60 years.

MOLTENI & C | DADA

Molteni & C is taking part in the CARE's project, The ethical Chef Days, for the second consecutive year.

Molteni & C, a company in the Molteni Group in business for over 80 years, is recognised around the world for its tradition and its collaboration with the most prestigious international designers. Its hallmark is its constant investment in technological research and innovation to make sure its products are of an uncompromisingly high quality.

The end result is items that will last a long time and that have a low waste impact. Wood that is used comes from certified plantations – a recyclable, renewable and biodegradable material. Only non-toxic water-based paints are used. Sustainability, care for its local land and environmental awareness have always been part of the Molteni Group's DNA.

www.moltenigroup.com

MONOGRANO FELICETTI

Why has Monograno Felicetti decided to be a Care's partner?

The establishment of the Monograno Felicetti brand in 2004 was an inspired idea from Pastificio Felicetti (whose history dates back more than a hundred years ago) and its aim is to create – without ever resting on its laurels – wholesome, healthy products to meet the needs of all catering professionals and food lovers. All with a vision that is increasingly aware and sensitive to environmental ethics issues. These concepts have often led – thanks to the experimentation of great chefs – to dismissing the theory that relegated pasta dishes to being something overly traditional. With CARE's, we think of it as affinity. There are many points in common between the Monograno Felicetti philosophy and the ones that led to the creation and organisation of the event scheduled to take place at the end of January in Alta Badia and in May on the island of Salina. Sustainability, care for the local land, environmental – and especially ethical – protection, combined with a good dose of passion, are also the ingredients that we mix into our water from Trentino and our semolina.

POMPADOUR

From 1964 to the present day, the history of POMPADOUR has constantly demonstrated a strong impulse for innovation. The know-how acquired over time has allowed us to treat a wide range of herbs, flowers and spices to create fine blends for herbal teas, infusions and teas taste with unique flavours and properties. Our love for the local land, our waste reduction strategies during production processes, and our use of packaging and wrapping with a lower environmental impact led us to CARE's - The ethical Chef Days, and we are in perfect harmony with its ethical vision. With the help of the chefs present at the event, we will be giving a masterclass on the use of selected mountain herbs and high quality tea leaves to make creative dishes. We will also be presenting the new POMPADOUR SELECTION line, which will show the Horeca channel all it needs to know about the world of infusions for its guests.

PUR SUDTIROL Meraner Weinhaus

Where's the best place to see our mindful relationship with the environment, if not in what we eat and drink? And how can we make our own contribution? By protecting what is good, by choosing things that grow nearby rather than far away, by appreciating the beauty of the work of the people involved and by passing on what has been grown, produced and processed with passion. This has been the philosophy of PUR and the **Casa del vino di Merano** for over 30 years: the main point of reference in Alto Adige for wine lovers. Connoisseurs and gourmets appreciate the quality of the wines on display, our professionalism, and the extraordinary variety that includes over 2,500 labels of mainly regional wines, as well as national and international ones. When selecting wines, the sommeliers assist customers with personal recommendations that take their specific requirements into account.

SAN PELLEGRINO

S.Pellegrino & Acqua Panna, the international waters of haute cuisine, are proud to be partners of CARE's - The ethical Chef Days.

This unique programme gives us the opportunity to share common values and the vision of a new, innovative and sustainable approach to cuisine together with the great international chefs taking part in Alta Badia.

TECNICA GROUP

The CARE's Experience this year will be even more exciting on the piste thanks to the partnership with Blizzard and Tecnica, the leading brands in the ski world.

The participants at the event will have the chance to try the brand new collection of high performance Blizzard Quattro skis, the most technologically advanced ever.

It's a truly unique opportunity to enjoy the most of the day out in the snow, painting every curve to the millimetre like real pros with the help of the very best gear that will make this experience in the Dolomites even more unforgettable.

VINI SUDTIROL

The opportunity to have such a high concentration of important chefs in our region is not only an honour but also a great chance to show them our region's produce, including Alto Adige wines, of course.

ZAFFERANO

"Zafferano's participation as a technical partner of CARE's continues with great pride and satisfaction. Our choice of partners," says Federico de Majo, Venetian designer at the helm of Zafferano, "is never accidental.

There are many elements that we share with the organisers of this event: the focus on maintaining high standards of quality, the selection of the raw ingredients, and the concern for craftsmanship and know-how. Ingredients that all blend perfectly with an ethical attitude. A highly valuable 'recipe' that reflects our business philosophy perfectly."

MEDIA PARTNERS

ITALIA SQUISITA

Italiasquisita was founded in 2009 to weave together appreciation for the great chefs with the stories of the artisans and producers who have turned Italian gastronomic culture into a global phenomenon.

Our publishing network offers a new and innovative take on the work of the best-loved chefs, up-and-coming young chefs, and innovators who push the boundaries of Italian cuisine every day.

Organising the *Young Ethical Talent Award* for CARE's for us means giving young people the opportunity for an extraordinary professional experience, and guiding them towards a more informed vision of the future of cuisine (and the planet). www.italiasquisita.net

TGcom24

One of the Media Partners of CARE's 2017 is | TgCom24 | multimedia all-news channel of the Mediaset group headed by Paolo Liguori on digital terrestrial TV on channel 51 and on the Internet at www.tgcom24.mediaset.it, and has always been mindful of issues concerning sustainability and environmental protection

SALINA

TASCA D'ALMERITA - CAPOFARO RESORT

"Every day we do all we can to leave our children with a better environment than the one we live in. It is not a random process, but a voluntary process that we are pursuing, because we know that, like anything that is cultivated with passion and experience, responsibility bears its own fruits too." (Alberto Tasca d'Almerita).

These values are also the inspiration behind the cuisine of CAPOFARO, which uses local and traditional produce that hasn't been subject to the usual processing and that is grown in the Aeolian islands, sometimes even in our own garden, and only fruits and vegetables that are in season. Our participation in CARE's was a natural step on our path and is an opportunity to share and multiply this approach.

HOTEL SIGNUM

A good friend always used to tell me how similar the Dolomites are to the Aeolian Islands, and how for him – a citizen of the world – they are two places that he holds very dear. As I listened, I was always fascinated by these words. Last year we had the chance to participate in the first edition of CARE's thanks to my sister Martina, the Chef at Signum who won the first edition of "Young ethical talent award 2016". The prize was a scholarship for an internship in Lima in Peru in a kitchen run by the very talented Pedro Miguel Schiaffino at the Malabar restaurant. Martina came back a few days ago, and the experience she had was fantastic. Professionally and personally. For us, the first CARE's edition in Alta Badia was enlightening, with the event's guiding principles, the discussions held at CARE's Talk, and the dinners and social occasions. It was all a source of great inspiration. We returned home enriched, more informed and with the knowledge that it is right to ask certain questions, and that cuisine and the world that revolves around it can and must take care of people and that you can do this ethically. Taking inspiration from ecological and sustainable concepts. We too try to pursue these concepts in our world on the island of Salina, and we will carry on doing so even more forcefully and energetically. Thank you, CARE's.