



The ethical Chef Days

CARE'S 2017

ALTA BADIA, 22-25 JANUARY

30 chefs from 6 continents and 16 countries

An international event in Alta Badia's mountains

Participants from around the world get together

to discuss and promote CARE's ethical philosophy

Alta Badia (Bolzano) - The latest CARE's event gets underway from 22 to 25 January: the event that first in winter, then in summer (in Salina at the end of May) brings together 30 international chefs from 6 continents and 16 countries in the wonderful setting of the Alps, as well as catering professionals, journalists and businesspeople from the four corners of the globe, to discuss sustainability, care for the local land, protecting the environment, and most importantly ethics.

The creators of the project – the chef from Alto Adige, Norbert Niederkofler, and Paolo Ferretti, assisted by the chef Giancarlo Morelli – are very proud to have managed to get no less than 30 international chefs involved, all leaders in their respective culinary fields with their own specific projects, and all sharing the same ethical philosophy of CARE's The Chef Ethical Days. It was no mean feat to bring together so many maestros, but their participation and enthusiasm are living proof of the calibre and the importance of this event. Special care and attention – the same that the kitchen calls for and that the name of the event represents – are the keywords that led this important audience to a setting that is both well-known and breathtaking, but certainly not easy to reach, being almost 2,000 metres above sea level.

It will be four intense days of workshops, cooking lessons and gastronomic experiences, with spectacular, high-altitude lunches and gala dinners prepared by many busy hands, where the chefs working side by side include the chef/researcher of Aboriginal cuisine, Jock Zonfrillo from Adelaide in South Australia, with his native techniques and ancient roots; the devotee of endemic cuisine, Rodolfo Guzmán from Chile, whose research is based on the specific endemic ingredients of his land, and from California, Daniel Patterson, who – with the help of his solid group – has focused not only on ingredients, but also on making good food accessible.

The international figures who enthusiastically accepted the invitation to CARE's are all very different and

highly respected; like no other event in Italy, this one has brought them together and stirred their inspiration. Many of the chefs are already involved in their own specific ethical projects in their country, and they will be using the wonderful backdrop of the Alto Adige mountains as an opportunity to present them and share them with the general public and the press. During the four days of CARE's they will tell us more about their ethical philosophy and they'll be making some original recipes:

North America

Daniel Patterson

In 2006, Daniel Patterson opened Coi, a small fine dining restaurant that, with time, has changed Californians' approach to cuisine. In the past 10 years he has formed the Daniel Patterson Group and opened another six restaurants (Aster, Alta CA, Alfred's, Haven, Plum Bar and LocoL), teaching chefs and restaurateurs.

Patterson and his group are now well known for their obsessive attention to where the ingredients they use are sourced, from fresh vegetables to ethically raised meat. The chef has also founded The Cooking Project, a non-profit project aimed at teaching children and young people fundamental cooking skills, focusing on delicious, inexpensive dishes from diverse culinary traditions in order to make good food more accessible.

Recently, together with the well-known chef Roy Choi from Los Angeles, he has launched LocoL, a revolutionary fast food restaurant that provides disadvantaged communities with good food.

Central America

Jorge Vallejo

With his wife Alejandra, he is the owner of the Quintonil restaurant in Mexico City, his hometown. The young Jorge Vallejo – he was born in 1981 – has chosen a specific approach for his restaurant: Quintonil reflects Mexico, not only in terms of its recipes and traditions, but also the produce used, "always bearing in mind," explains the chef, "that we are serving the contemporary Mexican citizen." Today, Mexicans take far more care about their health, and how they choose what they eat and especially where that food comes from, which is why Vallejo has developed professional relations with the producers and farmers that supply his raw ingredients.

South America

Rodolfo Guzmán

In Chile he champions "endemic cuisine" for South America, at the helm of Boragò, a restaurant that focuses on local produce: fish from the coast, fruits and root crops from the indigenous forests, valleys and mountains, keeping things seasonal, as the ancients Pehuenches and Mapuches used to. Thanks to the collaboration of more than 200 farmers and smallholders in the furthest-flung corners of Chile, he has since focused on studying species endemic to Chile.

Today, Guzmán is the founder and director of Conectáz, the most complex research platform for endemic

ingredients and new cooking techniques. At CARE's he'll be showcasing his ice brûlée, a new take on the dessert crème brûlée using a plant from the Atacama Desert that grows between 3000 and 5000 metres above sea level.

Europe

Christian Puglisi

With RELÆ, his restaurant in Copenhagen, Christian Puglisi won the 50 Best Sustainable Restaurant Award for 2015 and 2016, and he has adopted an unbeatable approach to the issue of sustainability.

His restaurant offers the "Experience" set menu consisting of eight to ten courses, and the "Relæ Menu", which serves the four most important courses: by limiting what's offered, waste is reduced, the quality is improved, and prices are lower - this is the key to being sustainable. Relæ also works symbiotically with the adjacent Manfreds, which means he can target his spending even more precisely, and what isn't used in one restaurant turns into the raw ingredients for the other. The same applies to his other businesses: Mirabelle (a bakery) and Baest (which produces cheese and sliced meats).

Certified organic, Relæ has a farm outside Copenhagen where all the staff work, where they grow vegetables and have 10 cows that they milk daily: the exchange of information between the people who work in the kitchen and those who work on the farm allows them to plan the crops that will grow and plan the menus.

Russia

Vladimir Mukhin

Born in 1983, Vladimir Mukhin has been at the helm of the White Rabbit in Smolenskaya Square, a rooftop restaurant with stunning views over the Moscow skyline since 2014.

A pioneer of traditional Russian cuisine and a return to his country's roots long before the embargo that banned the import of foreign produce took hold, he says of himself: "I am the fifth generation of a family of cooks: I have Russian cuisine in my blood. I use a lot of local produce that is often unheard of beyond our borders, and age-old techniques like "languor", an ancient method of oven cooking."

Mukhin combines sophisticated ingredients from all regions of the country, but treats them with modern criteria, from fish caught in the Baltic and the Black Sea to the classic combination of duck and apple, pickles and flowers, as well as cereal porridge that is a descendent of peasant soups like shchi or pohmelka, now transformed into gourmet dishes. The result of this mix is a new Russian cuisine where traditions are everlasting and innovation never ends.

Asia

Luca Fantin

Hailing from the Veneto region, he has been at the helm of the eponymous restaurant located in the Bulgari Ginza Tower in Tokyo since 2009 and he is the only Italian chef in Japan to have been awarded a Michelin star; he was also named "best Italian chef in the world" by the Italian gourmet guide "Identità

Golose" in 2015.

His style is a contemporary take on traditional Italian cuisine, based on the use of high quality raw ingredients that he then transforms, adopting sophisticated techniques and plenty of creativity. His ethical choice is to buy not just vegetables locally, but dairy products, fish and meat too, because of their superb quality and the fact that they are fresher than imported produce, and he visits the places he sources his ingredients from in person, establishing professional relations with the producers: the images from his latest volume (La Cucina di Luca Fantin. Published by Assouline, an exquisite culinary collection of 32 recipes) capture these moments perfectly. Besides carrots and onions, Luca buys local mushrooms, radicchio and pumpkins. The dish he's making for CARE's is onions with black truffle.

Oceania

Jock Zonfrillo

The Italo-Scottish chef/researcher, a student of Marco Pierre White, has been living in Adelaide for more than 17 years, where he has opened Orana, an Aboriginal cuisine restaurant with more than 50/60 "native" indigenous ingredients featured on the menu. He champions Aboriginal cuisine with the Orana Foundation – food that is the epitome of sustainability because, as the chef explains: "If you care about the Earth, the Earth will care for you, and in the end she will give you what you are looking for." Zonfrillo works with the people who watch over the land rather than its owners, taking his cuisine to another level.

[Attached is the updated programme for the CARE's 2017 edition, the list of participating chefs, and a presentation of the Chef's Talks.](#)

The ethical Chef Days is a project devised by Norbert Niederkofler, the Michelin-starred chef of the St. Hubertus Restaurant (Hotel Rosa Alpina di San Cassiano) and Paolo Ferretti, head of the hmc communications agency in Bolzano, assisted by Giancarlo Morelli, the Michelin-starred chef and owner of the Pomiroeu Restaurant in Seregno.

The 2017 edition in Alta Badia has been organised with the support of Audi, as title sponsor, as well as Alta Badia-Südtirol, Colmar, Enel, Ferrari, Lavazza, Marchesi 1824, Miele, Monograno Felicetti, S. Pellegrino and Acqua Panna.

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