



The ethical Chef Days



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## Press Release

### **the conclusion of CARE'S - The ethical Chef Days, zero edition in Alta Badia**

In the rooms of the Rosa Alpina in San Cassiano, the ***Young Chef Dinner and Party*** wrapped Wednesday, January 20, late at night, with music, concluding four days of **CARE's - the ethical chef days**. Under the direction of **Giancarlo Morelli** and **Vladimir Mukin** of Mosca in the kitchen, the two young chefs selected from around the world, along with **Marc Moriarty** of Dublin, the Italians **Paolo Griffa** and **Eugenio Boer**, the Brazilian **Rafa Costa e Silva**, **James Lowe** of London, **Scott Kirton** of Cape Town, **Leonardo Pereira** of Lisbon, and the French **Armand Arnal**, the final event of taste excellence converged: an homage to territory, to the seasonal products and to creativity, that pastry chef **Diego Crosara** synthesized ever so well in a final blaze of chocolates and other sweets.

The “zero” edition of **CARE's** closed like this, in the hands of the young, summarizing the spirit of the event, a *general reflection on the hottest trends of contemporary enogastronomy with a vision of the future, through conversations and master classes, lunches and dinners held in the symbolic locations of Val Badia, between hotels, mountain tops, and castles.*

Desired and designed by **Norbert Niederkofler**, starred chef of Restaurant St Hubertus (Hotel Rosa Alpina in San Cassiano) with **Paolo Ferretti**, owner of communications agency HMC of Bolzano, and **Giancarlo Morelli**, starred chef and owner of Pomiroeu in Seregno, CARE's has programmatic intent written in its name: ***"Take care" of the land, of nature, of culture in all manifestations passed down to the new generation, but also continuously improved and enriched by the unique contribution of youth.***

Far from the competitive and media-pleasing format that have characterized the world of cooking in recent years, here, in the magnificent context of the Dolomites, UNESCO World Heritage site, *a climate of friendship and respect, of passion, curiosity and desire for discussion and enrichment*, permeated the 4 day event.

Without one singular protagonist, but rather a concept of *everyone together as co-stars*, is the foundation for a program to be shared throughout the world, to consolidate and promote the ***culture of food***, that combines respect for *the environment, the quality of raw materials, and the value of human relationships.*

Countless ideas emerged from the various conversations hosted at Casa della Cultura de La Villa coordinated by expert gastronome Andrea Petrini, with *30 chefs selected from all over the world and representatives from the national and international press.*

From the first Chef Round Table on Monday the 18th, where **Norbert Niederkofler** launched the provocation "Are we ready for the future? Are we in line with expectations or



The ethical Chef Days



Audi

are we already behind?" **Claudio Sadler** affirmed that Italians need confrontation abroad, to widen their horizons, endorse the path of many young people who base their

training on different experiences around the world and speak to the "creative awareness" that engages by way of tradition. Of his own Brazilian experience **Rafa Costa e Silva** pauses to emphasize the constant push in terms of **sustainability**, that is not limited to the exclusive use of one's own vegetables, with focus on quality and not on esthetic perfection of products, but the management of waste and limited energy consumption, along with an attempt to use, in fact, energy produced from waste.

**Leonardo Pereira** speaks of his new restaurant project in Lisbon with an integrated farm allowing integration of quality, seasonal, and nutritious ingredients. **James Lowe**, of the Lyle in London, points out that the concept of "**sustainability**" cannot be generalized to the extreme, and speaks of the importance of a *widespread awareness* that is necessary to deal with the different environments of those who work in the city or the countryside, in Europe or in South America. **Davide Scabin** reinforces his concept that, "the concept of *km zero* is a romantic vision... the Italian *km zero* for me is Italy in its entirety, how could I deprive my kitchen of so many local products?" and Norbert Niederkofler responds saying that we are in fact very late: pollution, extinction of animal and vegetable species are proof, but we can still act in regard to the future by diffusing food culture and by educating the next generation. The Frenchman **Armand Arnal** points out two basic values, in restaurants and in life, "*Respect and Harmony*," emphasizing that for many, it is not always easy to source and supply quality products, but he cites a general tendency to abandon products like foie gras and lobster, giving new dignity to "poor" ingredients while valorizing seasonal products. **Pino Cuttaia** speaks of "*The Age of the Chef*", and recalls how young chefs often want to impress with special effects to demonstrate skill, but advises that seasonality is the base of everything and educational of the young is the finest resource: "The chef grows with exposure to ingredients, but maturity is prone to simplicity and imperfection."

Finally, **Giancarlo Morelli** launches a reflection on *ethical responsibility* not only of those who work with food but also of those who communicate it, together composing food culture.

"*Italy meets Asia*" was the focus of talks Tuesday. **Luca Fantin**, at the Hotel Bulgari in Tokyo for 6 years describes his fascination for Japanese culture, but as an interpreter of Italian cuisine does not compromise or commingle ingredients. The same stance is taken by **Pino Lavarra** in Hong Kong, who lingers between offering his proposals by tasting menu and à la carte, because the Chinese love to share plates and share the table with other diners. **Anthony Genovese**, now permanently in Rome after spending years between Japan, Singapore and Malaysia, does not deny using Asian ingredients in the past, a trend shared across international cuisine, but now uses them sparingly and only when essential to the success of a dish.



The ethical Chef Days



Audi

For him, Japan is a destination to learn rigor, service, care, elegance but he sites also the richness of the Vietnamese kitchen, very light and very focused on the use of vegetables. Sharing his concept "Fusion is Con-fusion", **Vladimir Mukhin** of Moscow, with many years spent between Japan and Malaysia, recalls how several ingredients of Russian cuisine are of Asian origin and that with the embargo applied to his country, everyone was necessarily forced to concentrate on upholding local products, resulting in today's cooks being more thoughtful and profound interpreters of tradition.

**Yoji Tokuyoshi**, after many years in Italy alongside **Massimo Bottura**, now that he has opened his own restaurant in Milan proposes a "contaminated Italian kitchen"; he likes to interpret the "gestures", the rituals of the Italian kitchen compared with the Japanese, "food as expression of culture – he says – and in the meeting of two cultures, a third is born."

During the manifestation, the word **territory** was often repeated: the starting point from which to evolve, roots to defend, inexhaustible source of wealth. **Michel Bras** spoke with quiet authority, passionate for his native region, the Aubrac, which is within all of his dishes, but "to be a cook is a mental state –he says- you express what is in your heart", the respect for territory passes through respect for people, granting classification to the "*happy maison*" where there is harmony and respect between environment, products, collaborators and clients.

Companies, too, can do much to promote territory, with long-term projects aimed at quality productions supporting local populations. And it is in this very direction the project *Tierra*, promoted by the **Lavazza Foundation** since 2002: in Brazil Ricardo Silva is the leader of 1700 small local producers, with respect to specific protocols aimed at creating culture through territory, ensuring high quality standards of production and giving dignity to the people with direct impact on improving living conditions. "The quality of coffee, of its aroma, depends on the phase of transformation, but the way of cultivating guarantees longevity to the plant, and to the concrete way of taking care of the land."

Also the **Ferrari Winery** in Trento is carrying out a process of *organic conversion* to all of the vineyards on the property, in the enhancement of the concept of natural fertility of the soil, eliminating the use of herbicides and pesticides and also recovering some traditional agricultural practices, rendering this the "caretaking of the land and the people's health."

The focus on youth is not just a theme but an essential component that the organization wanted to emphasize with the institution of the **CARE's Young Ethical Talent Award**, dedicated to all of the categories of restaurant professionals: chef, patissier, sommelier, dining room staff: this time allocating the awards to two young women, one to **Martina Caruso**, of the Hotel Signum in Salina, for the Young Chef category and the other to **Sara Repetto**, of Combal Zero in Rivoli, for the Young Sommelier category. The awards, physically symbolized by two original works in glass produced with Saffron customized by artist and designer **Martino Gamper**, include an internship in the field: Martina Caruso will spend a month in Perù alongside **Pedro Miguel Schiaffino**, of Malabar in Lima, while Sara Repetto will participate in a training program about the wines of Trentino Alto Adige thanks to the collaboration of the Ferrari Winery, S.Pellegrino and Acqua Panna, the Consorzio Vini Alto Adige and Italia del Vino.



The ethical Chef Days



Audi

**CARE's Social Responsibility Award**, on the other hand, is the award with the support of **Pasticceria Marchesi 1824**, granted this year to SudTirol farmer **Harald Gasser**, purveyor of rare vegetables, for his commitment to research in favor of sustainable and organic agriculture, conscious conservation of biodiversity and valorization of ancient species.

An award also consolidates insights regarding the theme of **Foraging** confronted by **Michel Bras**, the Chilean **Rodolfo Guzman**, **Torsteen Vildgaard** of Copenhagen, **Sasu Laukkonen** of Helsinki e the expert on wild herbs, **Noris Cunaccia**.

The “zero” edition of CARE's, which launched so many **stimuli** for future research, also provided a unique opportunity to experience **extraordinary dinners**, conducted by the hands of great chefs and personalities from more than **20 countries** of the world, with the skillful and tireless direction by **Norbert Niederkofler** and **Giancarlo Morelli**. Various **Cooking Masterclass** sessions took place offering participants the opportunity to assist in the creation of unique dishes from the hands of those who originally designed them, following the story of their creative path. Not to be forgotten were the **charming lunches in the various mountain top lodges** and even **dinner at the refuge Lagazuoi**, at 2700 meters high, which was followed by a memorable **breakfast at sunrise** between the peaks; an experience whose magic will remain an indelible memory for all participants.

Four intense and memorable days unfolded, moving between different locations in a place unlike any other in the world, the Dolomites, in collaboration with the regional associations of **Alta Badia** and **Sud Tirol**, thanks to the support of **Audi** which oversaw all transportation of participants, and to **Colmar** who provided gear and clothing – ideal for temperatures that touched even -20° - and promoted skiing session with equipment and guides.

See you at the next edition, Take Care's



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CARE'S thanks

## **Audi**

**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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