



The ethical Chef Days

## CARE's 2017

### Alta Badia, 22-25 January

*If the ingredients in the meals we eat every day have travelled 700 km  
we should start to worry...  
So: Take CARE's!*

Alta Badia (Bolzano) - After the success of edition zero in January 2016, this year **CARE's** - the event that **first in winter, then in summer**, brings together **international chefs** (30 from 6 continents and 16 countries), **catering professionals**, journalists and businesspeople to discuss **sustainability, care for the local land, protecting the environment, and most importantly ethics** - has decided to go even further.

CARE's this year will be looking at **cuisine not just as a launch pad** but first and foremost as an incentive to consider **other themes**, such as the use of alternative energy, reducing consumption, water resources, a focus on recycling and re-using waste, and, lastly, sustainable mobility.

**The 30 chefs** from 6 continents and 16 countries taking part include the Californian chef **Daniel Patterson** for North America; **Rodolfo Guzmán**, a champion of "endemic cuisine" in Chile for South America; **Christian Puglisi**, winner of the award for the most sustainable restaurant in the world in *World's 50 Best Restaurants* for Europe; **Luca Fantin**, from the Veneto region, head of the Bulgari Ginza Tower Restaurant in Tokyo for Asia; and **Jock Zonfrillo**, the chef-researcher famous for his Aboriginal cuisine for Oceania, and the winner of the *Eat Out Magazine Contest* for Africa.

All these people make up a varied and exhaustive **A to Z of sustainability in the kitchen**, starting with **A for Josean Alija**, executive chef at the *Nerua Restaurant* at the Guggenheim Museum in Bilbao, whose cuisine has always focused on the "plant front", right up to **Z for Jock Zonfrillo**, from Adelaide in Australia where 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*".

In the wonderful setting of **Alta Badia**, international chefs, selected and invited by the organisers, as well as committed producers, expert sommeliers, a great many figures from the sectors involved and the Italian and foreign press will be coming together for **4 intense days of work**.

After leaving their hotels in Corvara and heading towards La Villa, the guests and chefs will make their way up to the picturesque mountain huts of Lagazuoi, Piz Boè Alpine Lounge, Jimmy, Las Vegas and Col Alt, where they'll be taking part in round tables, cooking masterclasses (not to mention the skiing ones) and the two **CARE's Talks, the real highlights of this edition**. At the "Casa della cultura" in La Villa, set up for the event by Molteni&C | Dada and moderated by the journalist Fernanda Roggero from Il Sole 24 Ore, speakers from the world of science, economics, business, medicine, cuisine and architecture will be taking part, including the Architect **Guido Canali** - a star of Italian architecture over

the last fifty years - and the eclectic and well-known **Mario Tozzi**. The theme *“Thought for food: eating off and living on tomorrow’s planet”* will be looked at from various angles.

The theme of the first meeting will be the relationship between **Diet and Health**: in recent decades, climate change has affected not only the activities that are most closely linked to the weather and environmental conditions – primarily agriculture – but also everything that derives from farming. *Should the importance of seasonal produce be revisited? What policies should be adopted to adapt to climate change to benefit the long supply chain from field to table? Which kinds of animal husbandry and alternative farming fit perfectly with a healthy diet?* These are just a few of the topics that will be discussed.

The second day will focus on **Architecture and Design**, two areas that are proving to be increasingly responsive to taking into account the environmental circumstances of places, skilfully adapting them - without overlooking aesthetic aspects - to the concept of evolution and paving the way for sustainable, ethical "well-living".

And finally, **the future generations** will take centre stage with the *Young Ethical Talent Award*, given to selected figures in each edition - including young chefs, patissiers, sommeliers and restaurant serving staff - by a jury made up of the chefs taking part in the event. Besides receiving a glass trophy created by Zafferano and housed in a wooden case designed by the artist Marcello Jori, the winners will have the chance to work for a month with professionals in the same roles as them, training them to the same high standards. The awards given for this edition are promoted by important companies that firmly believe in young people and their productive and creative talent. **Monograno Felicetti** is sponsoring the **Young Ethical Chef Award**, **Agrimontana** the **Young Ethical Patisserie Award**, and **Ferrari** and **Lavazza** the **Young Ethical Hospitality Award**.

But these promising young catering talents will not be the only ones receiving awards. One person whose daily work shows their social commitment and respect for universally shared ethics will receive the **Social Responsibility Award**, the award sponsored by **Marchesi 1824**.

The winter edition will be followed by the first **summer edition** - from **21 to 24 May** - on the enchanting **island of Salina**. The locations that will host the full programme of activities, debates and food and wine masterclasses will be the prestigious **Hotel Signum**, home to the young chef Martina Caruso – winner of the Young Ethical Chef Award 2016 – and **Capofaro Malvasia & Resort**, the boutique hotel and restaurant with dishes created by the chef Ludovico De Vivo and the Malvasia winery, all together in a single setting.

Attached is the programme for the CARE's 2017 edition, the list of participating chefs, and a presentation of the Chef's Talks.

**CARE's – 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.

For the Press

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