



The ethical Chef Days



Audi

CARE's 2017

Salina, 21-24 May

**EARTH, SEA AND ENERGY!**

**CARE's ethical cooking lands on Salina.**

*1 whole island, 18 international chefs, 3 conferences, 16 speakers,*

*1 single goal: Take CARE's!*

Salina (ME) - After the success of the winter edition that took place at the end of January 2017, the first Summer Edition of **CARE's – The Chef ethical Days** is on its way.

**From the snow to the sea, from the mountains to volcanoes**, contrasts that come together as one, for an event that first **in winter, and now in May** brings together **international chefs, catering professionals**, journalists and businesspeople to look at ethics first and foremost, in terms of **sustainability, care for the local land, and protecting the environment**. Playing its part will be the energy that comes from the island itself, and from the event's food and dishes. And then there's the sea as a geographical element and as a source of food, not to mention as a destination for excursions – and the land that provides its produce which grows and is harvested there.

**CARE's in Salina** is a challenge, **the first summer edition**: bringing together two geographical areas that appear to be so dissimilar yet that have much in common, with volcanos taking the place of mountains, capers instead of blueberries, and the snow turning into sea.

The choice, inspired by the victory of the young chef Martina Caruso from **Hotel Signum** at the previous edition of CARE's, has also led to a collaboration with the Tasca d'Almerita family, owners of **Capofaro Resort** and strongly committed to sustainability: the two hotels will be the locations for operations on this exciting new adventure together with a third location – **Hotel Ravesi** in Malfa.

**A unique setting whose places and similarities will bewitch all participants**. The Dolomites and the archipelago of the Aeolian Islands are both **UNESCO World Heritage Sites**; they both have **Nature Parks and Reserves** to protect the landscape (9 in the Dolomites and Riserva delle Montagne delle Felci on Salina); they are both located in a province and **regions with special statute**; they both adopt policies that **enhance and protect the local land** in terms of mobility, waste disposal,

recycling, reducing the effects of climate change, and energy conservation, and first and foremost **tourism is an essential resource**, which is promoted through targeted environmental and economic policies.

Once again in a beautiful setting – this time the **Aeolian Islands** – Italian and international chefs, selected by the organisers, together with producers with a proven sense of ethics, expert sommeliers, figures from the sectors involved and the Italian and foreign press will be coming together for **4 intense days of work**.

At the heart of all this are the **CARE's Talks**, a special opportunity to discuss the themes of sustainability, which in the January edition in Alta Badia were a huge success: the aim is to go **beyond the theme of "cuisine"** to ensure that everyone is more aware and involved in sustainability in their different but often interrelated fields. **There will be three new events** all taking place on the same day, Tuesday 23 May at the Conference Centre in Malfa.

The **morning session** will focus on the **EARTH** and the responsible consumption of its fruits. This will be followed by the **SEA** and how to best manage its hugely important resources, highlighting the important synergies created with the **Aeolian Islands Preservation Fund** and the **Blue Marine Foundation**, which have both been involved in promoting a Protected Marine Area for the Aeolian Islands for some time. And finally in the **afternoon**, **ENERGY** will be the central theme of a discussion looking at its future and how it can assist the digital age, moderated by the innovation expert Alessandro Garofalo. One of the most prominent speakers will be Fabrizio Longo, CEO of Audi Italia, the event's Title Sponsor.

Then there's all the **excursions, show cooking events, and other experiences**: the programme has been organised with everyone in mind with a host of activities, including excursions at sea on little fishing boats to experience the thrill of fishing with nets, and treks through the "le Montagne delle Felci" Nature Reserve, visits to see Aeolian architecture, wonderful aperitifs at sunset on the cliffs of Pollara, and a masterclass on the use of raw fish with the techniques of the Peruvian chef Rafael Rodriguez and the Japanese chef Yoji Tokuyoshi compared to a Sicilian chef and a fisherman from Salina.

**18 chefs from around the world**, including **many from Sicily itself**, will be bringing all their experience to the Summer Edition of CARE's, sharing it and mixing it into a single common ethical philosophy that focuses not only on the seasonal aspect of ingredients and on reusing waste, but also on a more widespread kind of **ecological awareness** in terms of consumption, mobility and technology: they include **David Kinch** from the **Manresa restaurant**, in Los Gatos in the United States, a great innovative chef, whose contemporary cuisine is guided by a sense of belonging to the local area and the Californian coast.

CARE's: a new journey towards a new destination, a culinary landing point, where ethical values are once again best reflected in the dishes and in the experiences only a special place like this can offer. An island, the most fertile in the Aeolian Islands, a vocation that will also prove fertile for the values that were shared so successfully during the winter edition.

Attached is the scheduled programme for the CARE's 2017 **#summeredition**, the list of participating chefs, and a presentation of the CARE'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 on Salina has been made possible thanks to the support of **Audi**, as title sponsor, and **Monograno Felicetti** and **Salina Isola Verde**, as main sponsors, as well as **Ferrari, Lavazza, Marchesi 1824, Miele, Pompadour, S. Pellegrino & Acqua Panna** e **Stone Island**.

**For the Press:**

email: [cares2017@pizzininiscolari.com](mailto:cares2017@pizzininiscolari.com)

- **Antonio Lodovico Scolari** +393384033738
- **Mirta Oregna** +39 3387000168
- **Axelle Brown-Videau** +39 3387848516