



Norbert with an apple to hand

The new project from a collaboration with the three Michelin-starred chef, presented at the International Mountain Summit 2018
Norbert Niederkofler and the Braun brothers from KIKU Apples.

Norbert Niederkofler*** (St. Hubertus, San Cassiano, Bolzano) is an eclectic chef with a wide-ranging vision who for years has been spreading a philosophy that is a genuine way of life for him: **Cook the Mountain**. The project's main characteristics are a rediscovery of **local traditions, naturalness**, and respect for the rhythms of nature, with a judicious use of **seasonal produce**. This is all joined by plenty of **innovation**, something that led Norbert to adopt sustainable cooking before being "green" became fashionable.

It is in this, not to mention the other **values they share** such as a focus on nutrition and sport, that **Thomas and Jürgen Braun from KIKU Apples** have found a special kind of accord.

Both have made radical choices in terms of research. The chef from Alto Adige creates **Michelin-starred cuisine that is firmly grounded in the local area**, seasonal produce and sustainability, rather than gourmet cuisine that consists exclusively of prized ingredients. **Luis Braun**, on the other hand, was a pioneer in growing **Japanese Fuji apples in Alto Adige**, an area in which the apple has taken on very special organoleptic qualities. With the passion handed down to them by their father, the sons are today carrying on research into and subsequent plantings of a wide variety of apples around the world.

So it is natural that these innovating spirits should get together and **collaborate, as announced** on Wednesday 10 October during the IMS.Business Night at the **International Mountain Summit 2018** (Bressanone, Bolzano).

Taking the creative concept of **"Norbert with an apple to hand"** as its emblem, a food culture platform will be created, **supported by the research** of the new **Cook the Mountain Lab**, involving workshops and meetings with young chefs who want to learn more about Norbert Niederkofler's philosophy. The image of a young chef with an apple always to hand will be the starting point for a **cultural format that will be used to talk about apples, diet and cuisine to the world of sport, to consumers and to the general public**. This is therefore a project that fits together seamlessly with the world of the Braun brothers' apples.

The **collaboration** will be **publicised** via **social media**, followed by a **series of activities** focusing on specific targets from time to time.