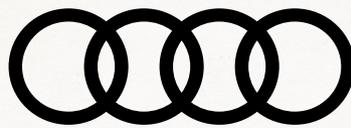




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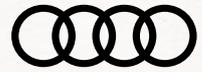
26-29 March 2020

Kronplatz

*Programme is being defined. Last update: 13 February 2020



The ethical Chef Days



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CARE's after CARE's

- Re-Actions speak louder than words -

Sustainability cannot be just in the mind of a few players, it must be in the hands of those who want to confirm everyday their willingness to make a difference, day after day, one Action after the other.

With CARE's after CARE's, a Re-Action is created that amplifies the message and turns an idea into a vision, fine dining for the soul and for the winds of change. From cuisine to agriculture along with discussions, the 2020 edition will be the "CARE's of reaffirming".

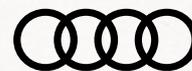
Conversation, sharing, Action, but above all Re-Action.

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THURSDAY 26 MARCH

MONASTERY OF NOVACELLA, Vahrn

PIT STOP

To know a vineyard completely, you have to walk through it during all its “seasons”. This will be a journey through the past, present and future of South Tyrolean and Italian wine, discovering one of the most ancient and renowned realities of the Italian wine sector. It represents a rare piece of history, an example of environmental, economic and social sustainability in its sector. Kept within the ancient walls of the monastery (1142), its wines certainly do not fear the passing of time, nor changing market trends. Located near the town of Brixen, the monastery is a true monument to reasoned activity, inspiration but also concrete Action. Here, we will have the chance to walk through the historic heritage of CARE's and taste local dishes to prepare the palate and the soul for a new exciting edition.

-- Arrival at the hotels --

20.00 | RESTAURANT SCHÖNECK, Pfalzen

BRUNICO WELCOME DINNER

The first evening “is never forgotten”. While outside temperatures quickly cool, the stoves inside the kitchen of the Restaurant Schöneck, immersed in the darkness of the Dolomites, start warming the hands of great chefs who have come from all over the world. One ingredient after the other, they will paint a picture of their beliefs and history on the plate for us. A walk through dishes, flavours, gestures and glances of those who have become custodians of their land. An informal, cosmopolitan and “exquisite” talk to start to get to know each other, to “unconsciously” start our “caring” process, showing that we are still here this year, louder than ever. Welcome to CARE's.

KARL BAUMGARTNER - Ristorante Schöneck*, Falzes (BZ)

FABIO CIERVO - La Terrazza*, Roma

PINO CUTTAIA - La Madia**, Licata (AG)

DANIELE GAUDIELLO - Adler Spa Resorts, Ortisei (BZ)

TOMAŽ KAVČIČ - Pri Lojzetu, Vipava - Slovenia

MARTIN MAIRHOFER - Hotel Reipertingerhof, Brunico (BZ)

ANNA MATSCHER - Zum Löwen*, Tesimo (BZ)

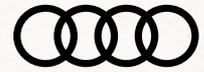
MARC OBERHOFER - Lampl Stube, Castelrotto (BZ)

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FRIDAY 27 MARCH

9.30 | SOUTH TYROLEAN FOLKLORE MUSEUM, Bruneck

DISCOVER THE TERRITORY

In the heart of the Puster Valley, you will have the chance to immerse yourself in the life of rural society of yesteryear – from the gentry to the day labourers. The itinerary starts with the impressive Mair am Hof residence with its stately rooms and ethnological collections, continuing with the adjacent farm building where numerous agricultural implements and vehicles are housed. In addition, the open-air site contains old original farmhouses, craft workshops, farm gardens and domestic animals. The itinerary recounts the main areas of everyday life from times gone by.

12.30 | AlpiNN - FOOD SPACE & RESTAURANT, Kronplatz

PANORAMIC LUNCH

Nothing soothes the soul more than a beautiful, unspoilt landscape. Today, the AlpiNN Food Space & Restaurant is not just the symbol of “Cook the Mountain” and its concrete philosophy of ‘doing’; it also is a representation of the human hand extended towards nature, almost symbolising a safe and reassuring gesture. It is a concrete and conceptual space where we can align ourselves once again with the Alpine region and its treasures, which will be masterfully presented by the AlpiNN team with a lunch that could become, thanks to the landscape, the aromas and flavours, the real Proustian “madeleine moment” of the day.

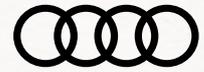
FABIO CURRELI - AlpiNN Food Space & Restaurant, Kronplatz (BZ)

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FRIDAY 27 MARCH

LUMEN MUSEUM, Kronplatz

CARE's TALK

14.30

Being re-active. From an ethical vision to wear to an ethical vision to eat

Yvon Chouinard – Founder of Patagonia

Emeran Meyer – Gastroenterologist, professor at UCLA School of Medicine in Los Angeles

Once the stomach is satisfied, the intellectual appetite has to be stimulated and sated. The most visionary businessman of the last sixty years, forerunner of the sustainability concept in the world of industry in general, particularly in the clothing industry, will be invited to bring his magnetic personality to CARE's, a man who has always preferred to be called a climber rather than a businessman. Yvon Chouinard rarely appears in public and having the chance to hear him talk with his sincere love towards nature, listen to his irony and anecdotes will be an extraordinary experience, even hard to conceive or imagine.

However, this will be a narrative with two voices: at Chouinard's side, there will be also Doctor Emeran Meyer. He is also considered a pioneer in the field of medicine with numerous studies on the relationship between the brain and the intestine.

Meyer works as a consultant for Patagonia's *Provisions* project, which selects foods from all over the world: it represents a Re-Action to the flaws of the food industry and a way of keeping the conversation going about ethics and caring about our planet, from the clothing industry to food.

16.00

Fabrizio Longo – general manager of Audi Italia

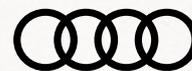
Broadening one's view, exploring, being inspired by new ideas, using solutions that are apparently far from our field of expertise in a creative way, are the necessary conditions for innovation. Innovation and being at the forefront are exactly what characterises and drives Audi, a company that is always searching for solutions that even anticipate the future. Audi will highlight its Road to zero emissions and the latest changes – both social and cultural – that started in the automotive industry and beyond.

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FRIDAY 27 MARCH

19.00 | CASTLE BRUNECK

PLACÈ DINNER

This year, Friday evening's dinner, which is one of the key moments of the CARE's journey and also one of the moments most anticipated by the press, chefs and gourmards, will be hosted inside the magnificent Bruneck Castle. Today, the building hosts the museum of mountain peoples of the great mountaineer Reinhold Messner.

The castle is located in the middle of the town and offers a spectacular view onto Kronplatz and the entire Ahrntal Valley.

The degustation menu will be the work of many hands and will tantalise the taste buds and the imagination with a growing crescendo. We have walked and talked the whole day, but the real journey and the real conversation starts during a moment of silence, in that moment when the scent of a remote idea pervades our mind's eye and gently taps into our imagination. It leaves behind delicate and permanent marks that show us how another world is possible, a world based on people taking Action beginning from the relationship between chefs and their raw ingredients.

From the Tyrolean tradition of the 'Stube' to the innovation of ideas, taking Action again and again. Ladies and gents, this is CARE's.

DANIEL BERLIN - Daniel Berlin Krog**, Skåne Tranås - Sweden

RICCARDO CAMANINI - Lido 84*, Gardone Riviera (BS)

NICOLAI ELLITSGAARD - Under, Lindesnes - Norway

CHRISTOPHE HARDIQUEST - Bon bon**, Bruxelles - Belgium

ANTONIA KLUGMANN - L'Argine a Vencò*, Dolegna del Collio (GO)

ERNST KNAM - Knam, Milano

MAURO SIEGA - St. Hubertus***, San Cassiano (BZ)

23.00 | COSMO, Bruneck

AFTER DINNER PARTY

With the taste of the stories of far-away lands and unique ingredients still lingering in our mouths and the memories of people who care everyday about our world, one dinner after the other and dish after dish still fresh in our minds... We turn up the volume, remembering that the act of "caring" starts with people, social interactions and that universal language codified by Guido Monaco: music.

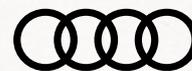
Drinks and a pleasant musical background in an exceptional location to say goodbye to the first day of CARE's as it slowly draws to its conclusion.

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SATURDAY 28 MARCH

9.30 | CATERING COLLEGE, Bruneck

WELCOME BREAKFAST

A welcome breakfast for the guests of this year's edition of CARE's in a location that represents the future of this sector and more. Gradually, we begin to be immersed into the greatly anticipated Re-Action among young promising and talented students.

10.00 | CATERING COLLEGE, Bruneck

CHEFS IN ACTION

Some of the chefs who took part in the event will immediately take Action to prepare the dinner at high altitude, working together with the students of the Catering College to pass on concrete, bound to Action and conceptual knowledge.

The future chefs will have the chance to learn techniques, secrets and the points of view of those who have already traced the path of ethics in cuisine, translating all this into something tangible: the dish. Over the course of the morning, the chefs together with the students of the Catering College will work side by side to prepare dishes for the dinner on top of the mountain in the AlpiNN Restaurant. Guest chefs working together with young talents. Action and Re-Action, dishes and inspiration, ideas and change.

13.00 | CATERING COLLEGE, Bruneck

GUEST CHEFS FOR LUNCH

Once again during lunch, the students will play a fundamental role, hosting the guest chefs in the kitchens of the Catering College to give live a show cooking.

Too many cooks certainly do not spoil the broth. It is a generational co-opportunity that brings alive a delicious lunch in which taking Action works as an osmotic membrane that works in both directions, creating Re-Actions that will be tangible over time and are capable of creating deeply anchored roots after every movement and every glance of understanding. The flavour of change in the plate, the aroma of perspective in the air.

THE VOICE OF RE-ACTIONS

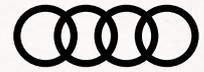
As for the last edition, CARE's 2020 will uncover its soul of "doing and re-doing" throughout the day by giving voice to ethical Actions and the most interesting and impactful sustainability initiatives that were thought of and promoted by some of the world's most famous chefs. Now the time has come for us to listen to some of the chefs participating in a panel talk. This will be a moment of true sharing, where stories are told about Actions that happened far away but are still very close to us. A cosmopolitan experience that will inspire and strengthen our common belief that a better future starts today.

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SATURDAY 28 MARCH

During the afternoon we will have the chance to give some **free time to our guests** to discover the beautiful town of Bruneck with a small pocket guide that shows the best of it seen through the eyes of CARE's.

Guests can also participate in the guided visits organised by:

N.A.H. – Gottfried Hochgruber

From the plants and herbs growing in the woods near Bruneck rises the mountain farm of Gottfried Hochgruber. He is a well-known consultant in the field of phytotherapy and writer of the book "Erbe medicinali – farmacia della natura" ("Medicinal herbs – a natural pharmacy"). On his mountain farm, he created a workshop with the aim of discovering new medicinal remedies using natural herbs.

BERNARDI

STOCKNER'S GENUSS BUNKER with degustation

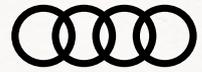
This is an old World War I bunker, converted into a warehouse where delicious South Tyrolean and international types of cheese are processed and matured.

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SATURDAY 28 MARCH

18.00 | AlpiNN - FOOD SPACE & RESTAURANT, Kronplatz

APERITIF AT SUNSET & DINNER

Nothing soothes the soul more than the suggestive sunset seen from the AlpiNN's glass walls. Surrounded by the horizon conveying a sense of hope while the sky becomes colourful, we will have one last moment to think again about the day that has gone by. Meanwhile, the sight and perfumes of the dishes prepared by the many top chefs who have come from every corner of the Earth begin to whet our appetites.

Coming from the kitchens across the globe, the chefs involved in CARE's will tell us about their ethical approach and their way of being sustainable with a dish inspired by their local cuisine that sees them "taking Action" everyday; we will taste their Re-Action.

A sort of "*fine dining storytelling*" with a single ingredient and the **Glocal** concept, which is where regionality meets local tradition on a global scale. This concept will be unveiled in its practical nature and the possibility of paving the way for a better world will be shown. A world made of actions that cause gentle yet nonetheless solid Re-Actions with the same goal. From AlpiNN's high altitude to the world and back.

NICK BRIL - The Jane**, Antwerp - Belgium
MANU BUFFARA - Manu, Curitiba - Brazil
DOMINIQUE CRENN - Atelier Crenn***, San Francisco - USA
DIEGO CROSARA - Marchesi 1824, Milano
FABIO CURRELI - AlpiNN Food Space & Restaurant, Kronplatz (BZ)
PINO CUTTAIA - La Madia**, Licata (AG)
PHILIPP FALLMERAYER - Brix 0.1, Bressanone (BZ)
KOSTANTIN FILIPPOU - Kostantin Filippou**, Vienna - Austria
GIANLUCA GORINI - daGorini*, San Piero in Bagno (FC)
HAWAN JUNG - Four Seasons Lion Palace, St. Petersburg - Russia
MICHELE LAZZARINI - St. Hubertus***, San Cassiano (BZ)
VLADIMIR MUKHIN - White Rabbit, Moscow - Russia
PHILLIP SIGWART - Zuckerbäckerei Café Sigwart, Brixlegg - Austria
JORGE VALLEJO - Quintonil, Mexico City - Mexico

23.00 | WAINKS, Brunico

AFTER DINNER PARTY

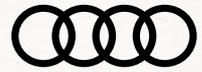
We will say goodbye to the last evening of CARE's by having a chat and a drink and looking to the future. Just by participating, we send out a clear message that aims to cause genuine Re-Actions of sharing in this precise moment in time. A few hours of pure relaxation and enjoyment to internalise the essence of CARE's 2020.

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SUNDAY 29 MARCH

12.30 | HOTEL PETRUS, Reischach

FAREWELL BRUNCH

Also this year, we have come to an end after a journey that started on the Dolomites and saw us walk through the kitchens of the whole world: Actions and Re-Actions that bring together chefs from distant places, putting them on the same platform to meet and share their views. Just some brief moments to say goodbye to the flavours of the new dishes that will stay with us during the trip back home. CARE's 2020 has come to its end, CARE's 2021 is starting to take Action...

FABIO CIERVO - La Terrazza*, Roma

THOMAS GANTIOLER - b.local, Brunico (BZ)

ERNST KNAM - Knam, Milano

RUDI LEIMEGGER - Hotel Petrus, Brunico (BZ)