



The ethical Chef Days



**Marchesi 1824 presents the *CARE's Social Responsibility Award*
to La lanterna di Diogene in Solara di Bompoto, Modena.**

Marchesi 1824 renews its support for **CARE's - The ethical Chef Days** (Brunico, 28-31 March 2019) for the fourth year, presenting the **Social Responsibility Award** to **La lanterna di Diogene**, an Italian social cooperative based in Solara di Bompoto, in the province of Modena.

This award is part of the activities supported by **Marchesi 1824** since the first edition of **CARE's**. **Marchesi 1824** shares the same principles of **sustainability, protection of the land and environmental preservation** promoted by this initiative and put into practice by this year's winner project.

La lanterna di Diogene was born from the desire to give people who have grown up with a critical medical condition the dream of a satisfying job. The social cooperative aims to provide those who aspire to enter the world of work with an opportunity to do a job that is satisfying and alongside people with whom they get on well: specifically, a job in touch with nature, land and animals. In 2006, all this was transformed into a typical restaurant that serves its guests local products from the Emilian cuisine that have been cultivated on site or come from nearby areas. Even in its simplicity, their cuisine pays great attention to sustainability and environmental care. It is an ongoing project that follows its chef and restaurant representative **Giovanni Cuocci's** idea, which suggests that every human resource has major potential that can be further developed and fostered.

Through the **CARE's Social Responsibility Award**, **Marchesi 1824** wants to support the projects of those who are engaged in activities that demonstrate an outstanding commitment to social responsibility and ethics in the fields of sustainable agriculture, preservation of traditional farming and production techniques as well as agri-food research.

For further information:

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CARE's – The ethical Chef Days

The CARE's – The ethical Chef Days project was invented by Norbert Niederkofler, the three-times Michelin starred chef of the St. Hubertus restaurant (Hotel Rosa Alpina in San Cassiano) and Paolo Ferretti, the owner of Bolzano-based agency hmc.

Marchesi 1824

Since its foundation in 1824, Pasticceria Marchesi has been a symbol of excellence in the city of Milan and the port of call of an elegant, cosmopolitan clientele. Every day its artisan workshop produces top-quality cakes and pastries, prepared according to unique recipes and sold in the first and historical shop, in via Santa Maria alla Porta, and in the newly-opened tea rooms in via Monte Napoleone and Galleria Vittorio Emanuele II, Milan.

Marchesi 1824 is part of the Prada Group, which comprises the brands Prada, Miu Miu, Church's and Car Shoe.

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