



**Marchesi 1824 confers the *CARE's Social Responsibility Award*  
to Contrada Bricconi della Valzurio, Bergamo**

For the third year in a row **Marchesi 1824** supports the Winter Edition of **CARE's – The ethical Chef Days** (Alta Badia, 14-17 January 2018) and confers the **Social Responsibility Award** to **Contrada Bricconi**, an agricultural start-up established in restored sixteenth-century rural buildings in Valzurio, province of Bergamo.

This award is part of the activities supported by **Marchesi 1824** since the first edition; it shares the principles of **sustainability, care for the local communities and environmental protection** promoted by **CARE's**, of which the **Contrada Bricconi** project is an outstanding example.

**Contrada Bricconi** was born from the desire to bestow a new lease of life to a place of ancient traditions through the restoration of original buildings – wood and stone constructions steeped in history – for agricultural and hospitality activities. This ongoing project is the result of **Giacomo Perletti** and **Matteo Trapletti's** wish to revive a century-long tradition in the midst of fields and woods of Valzurio and showcase it to the world.

Through the **CARE's Social Responsibility Award**, **Marchesi 1824** seeks to promote the projects of people whose work is distinguished by social and ethical commitment in the fields of sustainable agriculture, preservation of traditional animal husbandry, crop production techniques and food-and-agriculture research.

*For further information:*

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**CARE's – The ethical Chef Days**

CARE's – The ethical Chef Days was conceived by chef Norbert Niederkofler\*\*\* of the restaurant St. Hubertus in San Cassiano and Paolo Ferretti, owner of the communication agency hmc in Bolzano, with the support of Giancarlo Morelli\*, chef of the restaurant Pomiroeu in Seregno (MB).

**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.