



The ethical Chef Days



**Marchesi 1824 presents the *CARE's Social Responsibility Award*
to Azienda Agricola Brandimarte in Castelluccio di Norcia**

At the second edition of **CARE's** – held in Alta Badia from 22 to 25 January - the historic Milanese pastry-shop **Marchesi 1824** presented the **CARE's Social Responsibility Award** to **Azienda Agricola Brandimarte** of Castelluccio di Norcia (Umbria), one of the places most severely affected by the earthquake which shook the region on 30 October 2016.

The award forms part of **CARE's** – **The ethical Chef Days**, supported by **Marchesi 1824** since its launch, thanks to its belief in the initiative's principles of **environmental and social sustainability and focus on enhancing biodiversity and the landscape**.

Azienda Agricola Brandimarte, set in the Monti Sibillini National Park, is a farm known for its lentil, spelt, roveja (a local wild pea variety) and rye crops, using **traditional and environmentally-friendly production techniques** which respect nature's cycles.

The earthquake which struck last October destroyed the entire farm, leading to the loss of the whole year's crops and of the equipments. With the support of **Marchesi 1824**, **Luigi Brandimarte** is once again returning to the traditions of its land, contributing to the rebirth of the Umbrian and Castellucian heritage of sustainable agriculture based on quality products.

For further information:

CARE's Press Office
Pizzinini Scolari Comunicazione
cares2017@pizzininiscolari.com

Marchesi 1824 Press Office
press@pasticceriamarchesi.com

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.