**PRESS RELEASE**

**8th August 2016 – FOR IMMEDIATE RELEASE**

**Grundig announces partnership with**

**Massimo Bottura’s first international ‘Food for Soul’ project:**

**Refettorio Gastromotiva**.

***Grundig will be one of the partners of Food for Soul – the cultural non-profit organisation founded by the world renowned chef, Massimo Bottura – and its first international project outside Italy.***

As a premium global brand with a strong eco conscience, Grundig champions the cause of reducing the world’s food waste: an average of 1.3 billion tonnes of edible food is thrown away every year. Renowned for its ‘**Respect Food’** philosophy, Grundig believes people should enjoy good food – and respect it. The importance of sustainability therefore drives the company to design innovative product features that ensures food remains fresher for longer, whilst consuming less energy.

This shared philosophy with Massimo Bottura’s Food for Soul non-profit association results in a perfect partnership to raise awareness of global food waste and to inspire people how to fight against food waste it in the kitchen.

This August during the 2016 Olympics in Rio de Janeiro, ‘**Refettorio Gastromotiva’**, the first international Food for Soul project to take place outside Italy, will launch. Aided by Grundig’s sponsorship, ‘**Refettorio Gastromotiva’’** will form part of the **Rio 2016 Olympic Committee’s Sustainable Food Initiative** and willbe equipped with innovative **Grundig products** to help maximise food longevity and offer the highest quality culinary support.

The unique soup kitchen project, staffed by Massimo Bottura and other leading international chefs, will be collaborating with **Gastromotiva**, a Brazilian non-profit organization founded by **David Hertz** that aims to transform the lives of the socially vulnerable people through food.

The chefs **will cook** delicious and nutritious meals with **food recovered from the surplus produced by the Olympic Village**. 10,500 athletes from 205 different countries of the world will consume nearly 14 million meals during the games meaning that several tonnes of waste will be produced. ‘**Refettorio Gastromotiva** will reuse more than 12 tons of recovered food from the Olympic Village, creating 19,000 meals (120 meals a day) served in the space.

The kitchen has been built on a piece of land provided by the City of Rio de Janeiro on the Rua da Lapa 108. Award-winning Brazilian creatives such as the artist **Vik Muniz**, the designers **Campana Brothers** and lighting designer **Maneco Quinderé** are offering their pro bono commitment to design both the interiors and furniture, while **Metro Architecture** is managing the building project. These internationally renowned professionals, together with **Grundig** and other partners aim to offer resources to the socially and financially vulnerable.

In addition, the ‘Refettorio Gastromotiva’ will be a hub for projects related to food and social inclusion to nourish both the body and the soul: it will offer community workshops on nutrition and healthy eating for families, cooks and school managers, as well as workshops on the full use of food.

*“Grundig is delighted to be involved in this unique cultural project. The synergy between Grundig and Food for Soul is built on an authentic respect for food to ultimately waste less and feed more.”* Hakan Bulgurlu, CEO of Arçelik.

**About Food for Soul**

Food for Soul is a non-profit organization founded by chef Massimo Bottura to encourage communities to fight food waste in the interest of social inclusion and individual wellbeing. During Expo Milan 2015, the association built Refettorio Ambrosiano, a soup kitchen in an abandoned theatre, and brought more than 60 international chefs to cook from food surplus of the world exhibition. Refettorio Ambrosiano is still open and is now run by Caritas Ambrosiana. On May 2016, Food for Soul started collaborating with Antoniano Onlus to empower the service of Mensa Padre Ernesto, a soup kitchen in Bologna. Food for Soul believes that providing inclusive environments that help bring dignity back to the table. Their projects are infused with art, design and beauty to engage the guests in a holistic approach to nourishment: feeding the body and the soul. Food for Soul is not a charity project: it is a cultural one.

**About Grundig**

As a European full-range manufacturer, Grundig continuously sets new standards with its high quality products in terms of design, innovation and resource-efficiency. The brand remains true to its brand attributes including its German heritage and extensive experience of the market, user-friendly and elegant design, high standards and quality control. With a portfolio of more than 500 different products – ranging from Ultra HD TVs, mobile audio devices, hair styling devices, vacuum cleaners and kitchen appliances to ovens, dishwashers and washing machines – the brand offers a solution for every room in the modern home. Accolades received by Grundig include the Product Design Awards, Red Dot Design Awards, and Plus X Awards. The brand has also won critical acclaim from StiWa, a leading global testing institute in Germany and Trusted Reviews, an independent UK testing organisation. Grundig manufacturing plants are located in various locations all around Europe delivering Grundig products to more than 65 countries worldwide.

Learn more at www.grundig.com.

**www.grundig.com**

**www.foodforsoul.it**

Social media links to be included