

PRESS RELEASE**15th March 2018 – FOR IMMEDIATE RELEASE****Grundig and Food for Soul united again
for the opening of a new Refettorio in the heart of Paris**

The collaboration between Grundig and Food for Soul continues for the third consecutive year successfully, in the aim of expanding the Refettorios and the fight against food waste globally. This time they contribute to fight with food waste in the French capital.

The community kitchen opens its doors on 15th of March in the Foyer de la Madeleine located in the crypt of the Church of La Madeleine. It's based on Food for Soul's highly successful Refettorios established in Milan, London and Rio de Janeiro opened during the 2016 Olympic Games.

Refettorio Paris will offer a welcoming dinnertime food service to vulnerable members of the community by transforming surplus ingredients - that would otherwise be wasted - into delicious meals. Refettorio Paris aims to serve 100 meals a day using about 130 kg of recovered food. For this aim, Refettorio Madeleine will be equipped with innovative Grundig products to be empowered for the fight against food waste, to help maximize food longevity and offer the highest quality culinary support.

Grundig with its 'Respect Food' initiative is specially involved in the world's food waste fight. By adopting the philosophy "wasting food is wasting life" Grundig invites everyone to fight with food waste starting from their kitchens. This shared philosophy with Food for Soul, the non-profit organization founded by chef Massimo Bottura results in a perfect partnership to raise awareness of global food waste and to inspire people on how to fight against food waste in their kitchens. Only in 2016, with the support of this partnership, 25 tonnes of food rescued, 4 community kitchens have been launched and 48.300 dishes served.

Food for Soul to open its third major international project is partnering with Les Voyageurs du Monde and Le Foyer de la Madeleine, a Parisian association running inexpensive lunch services for the local community.

Refettorio Paris is not a charity project, but a cultural one. Art has always been deeply embedded in the culture of Paris and is central to Food for Soul's founding principle that Ethics and Aesthetics are one and the same. This is why artists, architects and designers have been working together to transform the existing space into an engaging and inspiring

place. French artists JR and Prune Nourry, internationally recognized for multi-disciplinary installations in public spaces all over the world, are collaborating with architect Nicola Delon, co-founder of Encore Heureux, and designer Ramy Fischler, founder of the agency RF Studio, who are both renowned for integrating the creative use of recycled materials.

Guest chefs from Paris, France and around the world have been invited by Massimo Bottura to prepare healthy and delicious meals with surplus ingredients provided by the Banque Alimentaire and Phenix, an organization tackling food waste.

In addition to addressing the issue of food waste, Refettorio Paris seeks to raise awareness about the increasing problem of social isolation. A 2016 study found that about 30,000 people are currently living in the streets of Paris, without adequate housing and in vulnerable conditions. Refettorio Paris will welcome and engage the guests with beauty, hospitality, a warm meal and a welcome smile as a holistic approach to nourishment for the body and the soul.

Following the opening, Refettorio Paris will keep running with the support of Food for Soul and Le Foyer de la Madeleine, to involve chefs and culinary students to prepare weekly meals, host events, workshops and social entrepreneurship programs and engage the entire community of Paris in the fight against food waste and social isolation.

About 'Respect Food' –Grundig

At **GRUNDIG**, we feel that it's our responsibility to lead the fight against food waste. To remind the world not to take food for granted, but to treat it with care. Because respecting food is the only way to make our earth the best home to be.

As a global brand with a strong eco conscience, by adopting Respect Food initiative, we champion the cause of reducing the food waste. Our «**Respect Food**» initiative aims to inspire everyone to fight with food waste, to instruct how to tackle the waste in the kitchens with innovative products.

Grundig wants to spread knowledge and educate people against food waste, to create a world where resources are used with respect and care.

Respect Food supports and develops several projects focused on sustainability, engaging internationally to increase awareness and fight against food waste. That's why it was one of the first companies to support Food for Soul since its birth.

Everyone should respect the food resources available to be able to enjoy it responsibly: this is the reason why Grundig is committed to design products with innovative technologies, able to extend the shelf-life of food while ensuring a lower waste of resources. www.respectfood.com

About Food for Soul

Food for Soul is a non-profit organization founded by chef Massimo Bottura that empowers local communities to fight against food waste in support of social inclusion and individual well-being. The organization began with the Refettorio Ambrosiano in Milan during Expo2015 with subsequent projects launched in Rio de Janeiro (Refettorio Gastromotiva) and London (Refettorio Felix at St Cuthbert's) as well as Modena (Social Tables @ Ghirlandina) and Bologna (Social Tables @ Antoniano) in Italy. Each project is unique but shares the common themes of using surplus food, working with artists to create engaging dining spaces and serving dishes to vulnerable members of the local community.

www.foodforsoul.it

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.

www.grundig.com.

More information:

Press enquiries : info@spoongroup.it

Instagram & Twitter: @grundig, @foodfoursoul_it

Facebook: Grundig, foodforsoul.it

Hashtags: #respectfood #foodforsoul #refettorioparis #nomoreexcuses