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PRESS RELEASE

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Grundig & Food for Soul Together again for Refettorio Felix Opening in London

From its inception, Grundig has been one of the main partners of Food for Soul - the cultural non-profit organisation founded by the world-renowned chef Massimo Bottura - supporting it at Refettorio openings all over the world.

As a premium global brand with a strong eco-conscience, Grundig pushes the cause of respecting and preserving natural resources: it is specially involved in the world's food waste fight, with its '**Respect Food**' philosophy. 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 on how to fight against food waste ~~it~~ in the kitchen.

After the opening of the **Refettorio in Milan and Rio de Janeiro**, respectively during Expo2015 and the 2016 Olympic Games, today June the 5th, is London's turn for a grand opening with the launch of **Refettorio Felix**, in the St Cuthbert's area, in occasion of the **London Food Month Festival**.

The soup kitchen replicates the model developed by **Food for Soul**, and following this layout, London is supported by Grundig not only from a financial point of view but also with its products supply, such as small and big household appliances, TV & Audio products.

Refettorio Felix will now stay open indefinitely to serve lunch from Monday to Friday to those in need. During London's Food Month, a daily guest chef will take a turn volunteering in the kitchen.

First to cook in the brand new kitchen was **Chef Massimo Bottura**, founder of **Food for Soul**, who created on-the-spot recipes based on what was delivered in 50 crates of surplus ingredients from food waste charity, The Felix Project.

More than 30 British and international chefs have already answered the call to action from

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Chef Massimo Bottura to cook at the Refettorio. Among the confirmed: Alain Ducasse, Alberto Crisci, Enrico & Roberto Cerea, Giorgio Locatelli, Jonny Lake (Executive Head Chef of The Fat Duck), Michel Roux Jr., Nuno Mendes (Chiltern Firehouse Chef) and Roberto Ortiz (head chef of Lima). Their experience and know-how will be essential to transform the gathered ingredients into healthy and nutritious menus.

The opening for Refettorio Felix was attended by 120 invitees. Among these, renowned personalities such as **Tom Parker Bowles**, creative director of London Food Month; the Chairman of St Cuthbert's Centre **Richard Parker**; and **Justin Byam Shaw, Chairman of The Felix Project**, who declared: *'there's more than enough food to go around, it's just not reaching the right people'*.

Chef Massimo Bottura spoke of **Refettorio Felix as a project of inclusion**: *'when people are putting up barriers, here at Refettorio Felix we are breaking walls. Together we have produced a place of beauty for everyone'*.

The interior design is a project by **Studiollse**, supported by the **Architect Charles Wainwright**. Cured aesthetics, the use of quality pots and cutlery, and a restaurant service, want to encourage guests to enjoy a holistic approach to nutrition - both for the body and the soul. According to Bottura himself, *'a delicious meal shared with others is much more than the sum of its ingredients. It's a gesture of love'*.

Grundig is delighted to be involved in this unique cultural project. **Hakan Bulgurlu, CEO of Grundig** commented on the collaboration: *"the synergy between Grundig and Food for Soul is built on an authentic respect for food to ultimately waste less and feed more."*

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 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.

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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.

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