

Grundig and Food for Soul for Social Tables in Naples

Grundig together again with Food for Soul, Massimo Bottura's cultural association, to promote worldwide projects committed in the fight against food waste.

MILAN, ITALY, December 11, 2018 /EINPresswire.com/ -- A growing collaboration between [Grundig](#) and [Food for Soul](#) in the opening of Refectories and Social Tables, places where thanks to the conjunction of ethics and aesthetics, a concrete activity of social inclusion is promoted.



Grundig's Brand Ambassador, Chef Massimo Bottura, with the appliances in the Refettorio

After Rio de Janeiro, London, Paris, Bologna and Modena, today the collaboration comes to Naples where, from December 16th, the project of Social Tables Made in Cloister will come to life in the area of Porta Capuana in Naples, in the spaces of the former convent of Santa Caterina a Formiello.

The format of Social Tables will open the cloisters of the convent Monday evening to accommodate families and people in conditions of social and food vulnerability, to offer them a three course menu cooked by a local chef from surpluses food.

Grundig, with the "[Respect Food](#)" project, has always been involved firsthand in the fight against food waste. Following the philosophy "wasting food is wasting life", the company urges everyone to fight the waste starting from home. Similarly Chef Massimo Bottura, with its motto "Cooking is an act of love", aims to promote public awareness on the real value of the ingredients, using all their parts and at all stages of their lives, even through the most innovative technologies in the kitchen.

Grundig will provide its own technology, furnishing the Social Tables Made in Cloister with the top products for food processing – from small to large appliances such as immersion blender,

mixer, coffee machine, dryer, and Thierry Noir fridge realized by the artist exclusively for Food for Soul.

An obsession with quality at the base of the partnership between Massimo Bottura and Grundig, a company of which the Chef is also a Brand Ambassador.

Aesthetic and functional quality are the results of constant technological research of Grundig, which has always aimed at improving people's lives through beauty. This is also the goal shared by the Chef in the development of social inclusion projects.

In Naples, Food for Soul collaborates with Made in Cloister Foundation, engaged in the exploitation of spaces inside the former convent of Santa Caterina a Formiello to promote projects linked to different forms of art, crafts and food, in order to enable sustainable development processes.

The aim of this collaboration is part of the Social Tables cultural project, where ethics and aesthetics coincide: art is a key point at the base of the projects of Food for Soul and is also inherent in the Neapolitan culture. For this reason, a local artist such as Mimmo Paladino, who has worked in the past with Refettorio Ambrosiano in Milan, has contributed to the project by creating three meters long wooden tables and ceramic dishes, then made by local artisans.

Grundig and Food for Soul renew their cooperation based on the three main pillars of the non-profit organization such as the quality of ideas, the power of beauty and the value of hospitality.

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