



CLASSIC meets CREATIVITY

Young, creative chefs wanted – recipe creation using Grana Padano and Prosciutto di San Daniele

Prize: £1,000

THE COMPETITION

The consortiums Grana Padano and Prosciutto di San Daniele carry out a cooking competition for young, professional chefs aged between 16 and 30 years. The theme of the contest: “CLASSIC meets CREATIVITY”.

The task: creating innovative recipes using the traditional as well as high quality products Grana Padano and Prosciutto di San Daniele. All recipes need to contain both products Grana Padano and Prosciutto di San Daniele. The rest of the ingredients can be chosen by the participant. However, considering the origin of the two products will be advantageous.

All participants have to declare in writing that they hold the rights of the submitted recipe and created the recipe on their own. Every participant can only submit one recipe.

The creators of the top five recipes will be invited to a cooking event, where they need to cook their recipes in front of star-chef Andrea Mantovani and representative of the consortiums. The participants have to prepare, present and explain their dish.

BACKGROUND

The competition is part of the communications campaign „The taste of origin and tradition“of the two consortiums which is currently running in the UK, Germany and Austria.

The Italian high quality products Grana Padano and Prosciutto di San Daniele are a hard cheese and ham that are carrying the PDO logo of the EU assuring the origin of the product which is monitored by the consortiums. Both products convince in their unique and authentic taste, have their roots in northern Italy and share a tradition which is thousands of years old. Their uniqueness is guaranteed by their branding marks. Additionally, both products ensure great nutritional value. For further information and inspiration, please visit: <http://www.granapadano.it/?l=en> and <http://www.prosciuttosandaniele.it/en/the-ham/san-daniele-ham/>.

SELECTION PROCESS

The top five recipes, which are invited to the cooking event in London, will be selected by the consortiums. The event will take place on 11th January 2016 at Central Street Cookery School (Postcode: EC1V 8AJ). Andrea Mantovani will assess the dishes considering the following points:

- Innovation of the culinary creation
- Knowledge of the usage/preparation of the products
- Unique combinations
- Presentation of the dish

The winner will be announced at the end of the event.

Food journalists will be present at the cooking event.



PRIZE

The winner will be awarded with a cash prize of £1,000 as well as selected specialities from Grana Padano and Prosciutto di San Daniele.

CLOSING DATE FOR ENTRIES

The recipe alongside a picture needs to be submitted by **31st December 2015**. Please submit your recipes to italiancooking@mcgroup.com.

The application has to include the filled-in registration form (see below), the signed data privacy statement and the recipe as well as a picture of it. The picture has to be in jpg-format, 300 dpi with a minimum size of 15x10cm.

The winners who are invited to London will be notified on **4th January 2016**.

CONTACT

media consulta International Holding AG

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Data Privacy Statement:

1. Copyright

The participant must be the author and holder of the copyright and the moral rights of their entry. Plagiarism, which includes the unauthorised use of the language and thoughts of another author and the representation of them as one's own, will result in disqualification.

Copyright of each entry to italiancooking@mcgroup.com remains with the author, but the authors of the winning entries must allow media consulta International Holding AG to publish their work and use it for any press purposes.

By submitting the recipe and picture to the competition, the participants agree, if they are selected as winners, to grant the media consulta International Holding AG free of charge the right to use the winning videos in any manner and media, including without limitation, the right to publish, adapt, distribute, copy, display or translate.

2. Obligation of the winner

The winner is obligated to publish the award on his/her own media channels.

3. Data protection and image rights

All personal information gathered during registration will be held by the media consulta International Holding AG, which will use the data solely for the purpose of the contest according to applicable privacy policies. All data will be deleted within three months after the competition.

Media consulta International Holding AG is committed to user privacy.

The names of the winners and their works will be published, and there may be media coverage, such as video or photos of the winner and his/her recipe. The winners authorise media consulta International Holding AG to publish such video images or photos in relation to the contest.

5. Other/Right of opposition

Upon request we will inform you which personal data of you is saved at media consulta International Holding AG. If you have any further questions regarding user privacy, please contact italiancooking@mcgroup.com and we will try our best to explain everything to you.

(If you do not wish any publications for advertisement purposes in the future, please inform media consulta International Holding using the above mentioned contact details.)

The recipes and images can be used for press work of the campaign „The taste of origin and tradition“ either using your name or anonymously, if desired.

I agree with everything stated in the data privacy statement yes no



world of ideas



So let's get started! Think about an innovative recipe, buy some Grana Padano and Prosciutto di San Daniele and start cooking!

Registration:

Surname..... Name

Postcode City

Age

E-Mail

Phone

Place of training.....

Level of training



Recipe name:

Ingredients and preparation:

Explanation of the recipe idea (picture attached):