

PRESS RELEASE

MONDADORI LAUNCHES “COOK&BOOKS”: A JOURNEY THROUGH THE WORLD OF TASTE

The 3rd floor of the Mondadori Multicenter Duomo has been refurbished with books, accessories and a real kitchen

From tomorrow the “Cook&Books Academy”: the cookery school of “Sale&Pepe”, “Cucina Moderna” and “Cucina no problem”

Segrate, 28 March 2011 - Mondadori today launches “Cook&Books”, the first initiative of its kind in the heart of Milan dedicated to cooking enthusiasts.

The third floor of the Mondadori Multicenter in Piazza Duomo has been refurbished and now also features a new in-store shop focused on the pleasures of the table. With books, accessories and an authentic cookery school.

THE COURSES

At the heart of the new plan by the Mondadori Multicenter the “Cook&Books Academy” is a cookery school, created from the experience of *Sale&Pepe*, *Cucina Moderna* and *Cucina no problem* which will open tomorrow, Tuesday 29 March. With a real fully-equipped kitchen, the Academy will offer courses for adults as well as special courses that will be a mix of fun and teaching, to introduce children to the importance of diet, all certified by the professional staff of the *Associazione Insegnanti di Cucina Italiana* or AICI (the Italian cookery teachers association).

The lessons (40 sessions, to be held from March to June, and continuing from September to December) will allow all participants to learn how to select ingredients and to practise their skills on a range of courses not only on Italian, regional and international cooking but also children’s diets: an unrepeatable opportunity to discover the flavours of good cooking and the perfect preparation of dishes.

The range of thematic courses includes: “simple & chic menus” (31 March); “a passion for chocolate” (5 April); “an Easter menu” (7 April); “a dinner party in 40 minutes” (5 May); “Neapolitan pastries” (24 May); “well-dressed ice cream” (7 June) and “summer meats” (16 June).

A complete calendar of lessons offered by *Sale&Pepe*, *Cucina Moderna* and *Cucina no problem* and details about enrolments can be found on the web site: www.corso-di-cucina.it.

THE KITCHEN

The “Cook&Books” kitchen, where the courses will take place, is an innovative and comfortable space that will allow aspiring cooks to enjoy experiencing the world of taste in a creative and functional

context, thanks to partnerships with Valcucine, Neff, Irinox, Kenwood, Tescoma, Fissler, Pensofal and Emile Henry.

BOOKS, ACCESSORIES AND EVENTS

The new third floor of the Mondadori Multicenter has been organised to facilitate the alternation of displays of accessories and books, making it easier for customers to choose products and discover a natural kitchen, the art of food conservation, as well as the secrets and tricks of celebrated chefs, wine and drinks.

The display of books on the culture of Italian and international cooking is organised thematically - teas and coffee, desserts, savouries, sushi, eating for health and many more – and also features a vast selection of Italian and foreign publications and those of great chefs. Extensive space is also dedicated to Gourmet guides and guides to wine and food, such as those from the Italian regions, from Piedmont to Sicily, and the discovery of traditional flavours.

The extensive bookshop will alternate with single-brand spaces featuring design products and accessories for the preparation and cooking of dishes, selected from some of the leading manufacturers in the market. In addition to traditional utensils, “Cook&Books” offers ranges of everyday objects in avant-garde materials and small, practical and intuitive electrical appliances.

The entire “Cook&Books” plan is completed by the Mondadori Multicenter events space, which, thanks to its extensive balcony, enjoys a fantastic view of Piazza Duomo and where a series of events will be organised for cooking enthusiasts with food and wine demonstrations and the opportunity to meet and discuss issues related to eating and entertaining.

The Mondadori Multicenter in Piazza Duomo, opened in 2007, is the biggest space dedicated to culture and leisure in the centre of Milan. With a floor space of some 4,000 square metres, the store offers a wide range of books and DVDs, a large newsstand and an exclusive range of stationery, gadgets and gift ideas. The second floor is given over to modern digital technologies, computers and telephone-related products. All of which makes the Mondadori Multicenter a fantastic place to meet, where people can immerse themselves in a world of culture in a stimulating atmosphere that is also characterised by a rich array new products.

The “Cook&Books Academy” is the cookery school of the monthlies *Sale&Pepe*, *Cucina Moderna* and *Cucina no problem*, edited by Laura Maragliano. *Sale&Pepe*, the leading upscale cookery monthly, brings to the table with every issue a range of exclusive and refined suggestions, with recipes from both Italian and international gastronomic traditions.

Cucina Moderna, Italy’s best selling title in the sector, is an indispensable friend for women who love to cook, thanks to an offer that ranges from menus for special occasions to quick and nutritious everyday meals.

Cucina no problem is an innovative monthly dedicated to young couples, singles and all those who don’t want to renounce the pleasures of cooking, even when time is short and experience limited.

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