



MONDADORI FOOD EXPERIENCE
THE FIRST FOOD AND WINE FESTIVAL ORGANISED BY THE MONTHLY SALE&PEPE
IN COLLABORATION WITH THE CITY OF MILAN
Five days of classes and free events dedicated to cooking

Segrate, 26 September 2012 – Today sees the start of the ***Mondadori Food Experience***, the first food and wine festival promoted by **Mondadori**, which will take place in Piazza Liberty, Milan until Sunday 30 September 2012.

The event, supported by the **City of Milan** and organised in collaboration with the magazine ***Sale&Pepe***, brings to the heart of the city five days of completely free entertainment and information for those who live cooking as a passion to be shared.

Cooking classes, wine tastings and challenges in the kitchen

Every day from 10.00am to 9.00pm, the stage of the ***Mondadori Food Experience*** will host cooking classes organised by experts from ***Sale&Pepe***, show cooking with famous chefs including Davide Oldani, Claudio Sadler, Giuseppe Tinari and Fabio Barbaglini, workshops, tastings, promotional efforts for regional food culture, cooking challenges and games.

Laura Maragliano, editor of ***Sale&Pepe***, will coordinate the ***Sale&Pepe Show***: encounters with the editorial staff during which specialists in decoration, beverages and food will discuss, with demonstrations, the latest trends in Italian and international cuisine. For those who want to test their skills Mondadori Food Experience offers an opportunity to participate in “**kitchen challenges**”, a real contest in the kitchen with exceptional judges: starting today at 12 with Chef Davide Oldani, and continuing the following days with Claudio Sadler, Viviana Varese and Spyros Theodoridis.

On the programme today, at 1pm, the cooking show of the Abruzzo region, with Chef Giuseppe Tinari at 4.30pm the staff of ***Sale&Pepe*** will run a cooking course entitled “Chocolate brownies with pistachios and brown sugar”, while at 6pm, as part of the ***Sale&Pepe Show***, **cake designer** Fiorella Balzamo will talk about desserts and creativity: “When dessert becomes a masterpiece.”

Children’s Workshops

The Mondadori Food Experience also caters to children, with activities and courses to promote a fun and educational approach to the world of cooking. In fact the Festival will dedicate to kids between 6 and 12 three laboratories, run with the City of Milan and Milan Ristorazione, aimed at discovering creativity in the kitchen and the promotion of proper nutrition.

On Thursday 27 and Saturday 29 September, from 4.30pm to 6.00pm, and on Sunday, 30 September from 11am to 12.30pm, three events for little chefs to have fun while learning to cook. The chefs Roberto Maurizio, Gabriella Dell’Acqua Santuz and Monica Brenna (Monny B), supported by the chefs of Milan Ristorazione, offer their experience to children who feel like little chefs and even those who just want to have fun cooking with their friends.



Partners

All those attending the Mondadori Food Experience Mondadori will receive a free three-month digital subscription to *Sale&Pepe* to download and browse at any time. The application features content from 10 back issues and is updated every month.

The Mondadori Food Experience involves leading companies from the sector who will take part with tastings and the exhibition of products:

Main sponsors: the Region of Abruzzo, the Region of Sicily, Spar and Grana Padano.

Event partners: Collina dei Ciliegi, Cantina Settesoli, Cirio, Granarolo, Cannamela, Olio Cuor, Truvia, Casa Modena, Haribo and Coca- Cola.

Special partners: Tvs, Tescoma and Philips.

The Mondadori Food Experience is an event produced by DPR - Input Group.

From 1 October the first *Sale&Pepe* ebook will also be available. You can buy from iBookstore for iPad: 'Mediterranean' for just €3.99 with all the recipes accessible on your tablet, enhanced with lots of pictures and curiosities taken from the database of the Mondadori monthly.

For information and registration: www.corso-of-cucina.it and 02-7542.3300 from 10am to midday and from 4pm to 6pm.