

“RESPECT FOOD”**Grundig leads the way in fighting food waste**

- **Grundig is passionate about protecting the world’s diminishing resources.**
- **Staying true to its brand mission ‘Respect Food™’, Grundig continues to support ‘Food for Soul’, a unique cultural project founded by the world renowned chef Massimo Bottura to raise awareness of global food waste.**
- **At IFA 2016 Grundig proudly launches a new “No Waste” Initiative: A call to action against food waste, which aims to invite everyone to adopt no-waste behaviour.**

Berlin, 2st September 2016: Across the globe one in nine people go to bed hungry – despite the fact the world produces enough food to feed every mouth on the planet. One of the biggest issues is food waste. An average of 1.3 billion tonnes of edible food is thrown away every year and European households alone toss 27 million tonnes of food in the rubbish annually. Zero Hunger is the #2 topic of the United Nations 2030 Sustainable Development Goals. As an eco-conscious brand, which respects resources, Grundig knows the fight against food waste starts in the kitchen and should be supported with innovative culinary products.

Resource efficiency is inherent in the Grundig vision, for many years the brand has invested in producing the world’s most energy and water efficient products for the home. Grundig is now focusing on food waste and is proactively developing hero technologies and supporting international initiatives to raise awareness of global food waste.

Renowned for its ‘Respect Food’ philosophy, Grundig believes people should enjoy good food – and respect it. This shared philosophy with Massimo Bottura’s ‘Food for Soul’ cultural association results in a perfect partnership to raise awareness of global food waste and to encourage public and private organisations to create communal kitchens around the world to promote the importance of using surplus food and derelict spaces, and helping out people in need.

“At Grundig we have long believed people should enjoy good food and respect it. This shared philosophy with Massimo *Bottura*’s Food for Soul Initiative has ignited a natural partnership to educate and inspire home cooks about food waste reduction through a series of joint ‘*No Waste*’ initiatives. We are excited to embark on a new one today and invite everyone to adopt no-waste

behavior. Our aim is to reach millions around the world with this activation: Grundig No Food Waste Manifesto.” Tülin Karabük, CMO of Arçelik, *Grundig’s* parent company.

"Food for Soul is a cultural association designed to literally and metaphorically nourish a community through education and social involvement. Our inclusive learning environments, created in partnership with chefs, artisans, food suppliers, artists, designers and institutions, are tailored to the needs and cultures of a community. It's not just about good food. This is about social inclusion." Massimo Bottura, Founder of Food for Soul says.

Using innovation to combat food waste, Massimo Bottura turned an abandoned theatre into Refettorio Ambrosiano (Soup Kitchen) during the World Expo in Milan last year. The result was more than 15 tons of food saved. 'Food for Soul' is dedicated to projects that address the issue of food waste and transform the lives of socially vulnerable people through food, working side by side with social institutions.

Grundig announced the Food for Soul partnership with Massimo Bottura in April, 2016 and continues to support the project on an international scale. During the 2016 Olympics in Rio de Janeiro, 'Refettorio Gastromotiva', the first international Food for Soul project has taken place outside Italy. Aided by Grundig's sponsorship, 'Refettorio Gastromotiva' formed part of the Rio 2016 Olympic Committee's Sustainable Food Initiative and was equipped with innovative Grundig products to help maximise food longevity and offer the highest quality culinary support.

A spoonful of happiness and prosperity for the future

Grundig has a universal dream: a spoonful of happiness and prosperity for the future. Grundig wants to create a world where resources are used with respect and care. Most food waste occurs in private households due to bad meal planning or wrong storage habits. Grundig plans to lead the way in the fight against food waste. Through a series of initiatives the brand aims to educate consumers on the issues of food waste and inspire them to bring an end to this everyday behaviour. Grundig wants to encourage and enable people to respect food. Respecting food is part of the brand's corporate culture.

Grundig's 'No Waste' initiative calls for people around the world to contribute to Grundig's Manifesto for Food Waste with the hashtag #respectfood

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About Grundig

Grundig is Europe's sole full-range manufacturer of home electronics. 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 Stiftung Warentest, 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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