



Doggy Bag – Eat your Leftovers: all-Italian creativity to counter food waste

The project is promoted by Comieco in cooperation with Slow Food Italia, under the supervision of architect Michele De Lucchi and professor Andrea Kerbaker



Milan, March 31, 2015 – Much too much food is wasted in the world every day, and Milan is no exception. A huge amount of food is wasted every day and is brought back to the kitchen of restaurants in the city. This food is doomed to end up in the garbage bin, thus increasing the huge amount of waste derived from food leftovers.

This unacceptable waste was the object of an action by **Comieco** – the National Consortium for recovery and recycling of paper and board packaging – that has been ensuring the recovery and recycling of paper and board obtained through urban separate collection for the past 30 years and promoting the dissemination of sustainable behaviours and good practices to reduce waste.

Turn a problem into an opportunity and trigger a cultural revolution were the goals of the project “**Doggy Bag – Eat your Leftovers**”, intended to reduce the amount of food waste and to promote a different mindset in restaurant owners and clients. The project, implemented in cooperation with **Slow Food Italia**, was strongly applauded by some outstanding representatives of Italian culture, such as architect **Michele De Lucchi** and professor **Andrea Kerbaker**, who supervised a professional team of designers in charge of turning the doggy bag into a true signature item. While **Giulio Iacchetti**, **Matteo Ragni** with **Chiara Moreschi**, and **Francesco Faccin** designed three different food and beverage containers, illustrators **Olimpia Zagnoli**, **Beppe Giacobbe**, and **Guido Scarabottolo** artfully decorated the packs.

The project “**Doggy Bag – Eat your Leftovers**” is the Italian response to the ban on food waste: the doggy bag triggers a true cultural revolution, in which all players in the food chain are involved – from chefs to restaurant teams to clients that, facing the ironical and humorous outfits of the wine and food containers, will no longer feel uncomfortable about taking home their leftovers.

The idea originates from circumstances that we all have experienced, at least once in our life: refrain from ordering a bottle of wine at a good restaurant because the party is too small to drink all of it, or from enjoying a dessert at the end of the meal because – you know – it doesn’t look good to leave a piece of cake, and it’s such a shame, particularly when it is good cuisine.



With the support of Slow Food, 75 restaurants in Milan and Lombardy are already participating to the project and, starting in April, will receive a free kit of containers. However, restaurant clients play the leading role: once they have received the 'no-waste' set, they can use it again later on to take a bottle of wine to dinner with friends, and proudly flaunt their signature doggy bag.



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