

SOFIDEL PRESENTS “WE, SOFIDEL. FOOD STORIES. THE DISHES THAT TELL OUR STORY”

Brambilla and Serrani have created the Sofidel 2024 calendar, a celebration of the sharing and coming together that every cooking story brings

Porcari (LU), Italy, December 5, 2023 – This year, once again, **Sofidel people** are the protagonists of the corporate calendar of the tissue paper Group, one of the world’s leading manufacturers of tissue paper for hygienic and domestic use, particularly well-known for its Regina brand. The 2024 edition – *We, Sofidel. Food Stories. The Dishes that Tell our Story* – is all about **cooking** and celebrating the sharing and coming together that each dish brings.

Francesca Brambilla and Serena Serrani – among the most distinguished interpreters of food photography in Italy, official photographers of “Identità Golose” and winners of numerous awards including the “2017 Pink Lady Food Photographer of the Year” – portrayed the Group’s people, one from each of the **13 countries** around the world where the company operates. The backdrop this time was the kitchen of a typical **Tuscan estate**, which for two days became a theater for gastronomic experimentation. It was a place for people of different cultures but with a common interest in the **culinary arts** to meet and exchange ideas.

Here is Luciano, who, in the best **Italian tradition**, is finishing off spaghetti in a pan with tomato sauce. Kilian, from France, and Enya from Belgium, are busy shaping the typical Cantucci with almonds. Or again, Adenike from the U.S. is dealing with the preparation of gnocchi. The colors are bright and the light is clear and soft, enhancing the naturalness and spontaneity of a **day spent in company**, and there is the amused amazement of those who try their hand at **preparing dishes** they have never made before. Brambilla and Serrani wanted to capture 13 unique moments during a two-day event of sharing and discussion, representative of the **values of a community spirit, one which is at the heart of Sofidel’s corporate culture**.

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Sofidel is a WWF Climate Savers member

Elena Faccio, Group Creative & Communication Director of Sofidel explained: *“With this calendar we want to celebrate the value of sharing and coming together that every cooking story brings. Once again, the true stars are our people. They are people from different countries and cultures who, together, have made and continue to make Sofidel a multinational company with founding values of sustainability, integrity, and mutual respect.”*

“WE, SOFIDEL” CONCEPTION AND CREATIVE DIRECTION: BCW ITALY

PHOTOGRAPHY: BRAMBILLA SERRANI

SET: PATRIZIA CANTONI

PRINTING: GAM EDIT SRL

Sofidel Group

The Sofidel Group is one of the leading manufacturers of paper for hygienic and domestic use worldwide. Established in 1966, the Group has subsidiaries in 13 countries – Italy, Spain, the UK, Ireland, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania and the USA – with more than 6,500 employees, net sales of 2,801 million Euros (2022) and a production capacity of over one million tonnes per year (1,440,000 tonnes in 2022). “Regina”, its most well-known brand, is present on almost all the reference markets. Other brands include: Sopalín, Le Trèfle, Hakle, Softis, Nalys, Cosynel, KittenSoft, Lycke, Nicky, Papernet. A member of the UN Global Compact and the international WWF Climate Savers programme, the Sofidel Group considers sustainability a strategic factor with regards to growth and is committed to reducing its impact on natural capital and maximising social benefits, setting as objective the creation of shared added value for all stakeholders. Sofidel’s greenhouse gas (GHG) emissions reduction targets to 2030 have been approved by the Science Based Targets initiative (SBTi) as consistent with reductions required to keep warming to well-below 2°C, in line with the goals of the Paris Agreement.

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