

A close-up photograph of a stack of several dark, textured truffles on a white plate. The truffles have a bumpy, cracked surface. In the foreground, there are some thin, irregular slices of truffle. A large, white, stylized letter 'G' is overlaid on the right side of the image, partially covering the truffles.

# G

Respected  
Celebrating the exceptional



From the farmers preserving  
rare breeds to the craftspeople  
handmaking organic wine,  
sourcing black truffles or  
creating extraordinary cuisine:  
These are our like-minded  
peers, committed to creating the  
exceptional. These are  
Respected by Gaggenau.

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# Respect

The history of livestock is  
the story of constant improvement,  
and the worrying loss of diversity



It is these driven craftspeople who  
are keen to retain the labour-intensive,  
traditional methods

The story of modern man is the constant striving for efficiency; doing more with less. Economies of scale, mass production and mechanisation have all made the unaffordable, mainstream. The inefficient and the uneconomic then fall out of favour and out of use. It is a form of accelerated evolution and it is also inevitable.

Take something as natural as cattle. Breeds that were slow to mature, required more land, or greater skill from the farmer, have been replaced. The newer, more 'efficient' and economic breeds can be more intensely farmed and produce more uniform results.

However...

Movement is not always considered progress. Precisely because they demand more time, space and care, some of these older rare breeds can be far superior,

resilient, sustainable and provide healthy diversity for the gene pool. The finest of anything, is rarely the easiest to create.

There are farmers, craftspeople, chefs and connoisseurs who are more concerned with quality than anything else. It is these driven individuals who are keen to retain the labour-intensive, traditional methods. Utilising highly skilled handcrafting techniques as well as raw materials of the highest quality combine to achieve a superior product. This single-minded pursuit of excellence, conscientiousness and devotion to craft, mirrors our own ethos.

We seek to support, celebrate and inspire producers who, like us, put so much of themselves into their products. Over time we aim to showcase those whom we respect with a simple, heartfelt, mark of excellence: Respected by Gaggenau.

# Saving a species

From a bustling city life to rearing some of the rarest pigs in the world, Lauren and Kyle are leading the way in sustainable and ethical farming

Against the striking Black Mountains in the Welsh Brecon Beacons you'll find a restored farm, surrounded by lush forests and pastures. Lauren and Kyle are responsible for this renovation, changing a collection of dilapidated farm buildings into a thriving, sustainable and ethical farm. In 2014, the couple sold their London apartment and moved into their farm in the south of Wales with little more than the idea that they wanted to create a farm with animal welfare and high quality produce at the core.

Now, five years later, the Forest Coalpit Farm rears three different types of pigs in the wild, encouraging them to forage, rummage and wander about the land freely. Gaggenau spoke to Lauren about the challenges facing a sustainable farm, and why the Large Black pigs are the future of pork in Britain.

## **Why did you decide to leave London and run a farm?**

We wanted to create a good life for ourselves in the fresh country air and to do good for the environment, while raising meat to the standards we feel are important.

## **What breeds of pig do you rear? Why did you choose them?**

Large Blacks are the rarest of breeds, even rarer than Siberian tigers. We wanted to raise pigs outside, as close to their natural behaviours as possible, and Large Blacks thrive outside with their dark skin and a good covering of hair. We wanted a pig that was close to a wild boar, so they haven't lost their natural instincts and ability to forage. This means 25 per cent of their diet comes from foraging for foods such as acorns, apples and blackberries. This reduces the amount

Words by Amber Elias







Large Blacks thrive outside  
with their dark skin and a good  
covering of hair





we have to feed them, which in turn reduces the carbon footprint of raising our meat.

**Tell me about the Large Black, what meat does it give? How do you ensure the rare breeds survival?**

They give beautifully marbled meat, that is enhanced by their ability to move around freely, roaming woodland and foraging, so they are able to build up muscle slowly, giving a real depth of flavour. We ensure the survival of the breed by eating them – which may seem counter-intuitive, but with coloured pigs falling out of fashion, we could have lost their genetics altogether, and all the qualities that go with them. By creating a demand for their meat, we are ensuring their survival.

**What are the greatest challenges you faced when trying to run a sustainable farm?**

Sustainable farming is really important to us but the greatest challenge on an outdoor farm is that it requires more labour input than

factory farming. The other challenge is to manage the land. Pigs are busy creatures and can turn over land quickly, which can be beneficial, but can also make a mess. We've seen a huge change in how people view farming. The consumer is becoming more aware of their impact on food production.

**What do you see as the future of sustainable and ethical farming?**


In the future I hope to see a pig revolution in much the same way we had a free range chicken egg revolution. Only 3 per cent of pigs are raised outdoors their whole life. I would like to see the end of factory-style pork production where pigs are kept indoors, in cramped, smelly conditions with little mental stimulation, packed full of antibiotics to compensate, with the only consideration being the bottom line. Ultimately, I would like to see us, as a nation of consumers, favour high-welfare production methods, and start a farming revolution.





'Large Blacks are the rarest of breeds, even rarer than Siberian tigers...We raise them outside, as close to their natural behaviours as possible'



A photograph of several black truffles on a white plate. One truffle is sliced, revealing its light-colored, marbled interior. The truffles have a dark, bumpy, and cracked exterior. The plate is set against a dark background.

Black truffles may look peculiar but they are an irrefutable delicacy – and highly sought after too. As a fungus that's difficult to cultivate, its future potential within the kitchen is questionable





# The future of the black truffle

What is it about the black truffle that excites and tantalises the taste buds? Why are we so enthralled by a delicacy that is in fact a form of fungal?

Yet at approximately €1,000 per kilo, the black truffle is one of the most highly sought-after mushrooms in the world. The greatest permutation - the Perigord - can be found in the foothills of France and in the Northwest Piedmont region in Italy.

The taste of the Perigord truffle is not dissimilar to the Italian white truffle (which are even rarer) but their perfume is less intense and musky and thus ensures their versatility in cooking. The truffle is irresistible in part because of their aroma, a powerful and intoxicating earthy and woody smell, which can elevate the simplest of dishes. A mere shaving of the Perigord can create an entirely new flavour and depth to a dish.

Words by: Catherine McMaster



James Feaver from the English Truffle Co. however expresses growing concerns for the future of the Perigord truffle. Global warming and by affect climate change has severely hindered the longevity of the wild truffle. He explains: "Last year was the worst year I have known in over 10 years of being involved in truffles."

The future of the Perigord truffle relies in its cultivation. Truffles have always been a unique food source as they are difficult to grow and hard to find, but still they remain high in demand. Now, there's a trend emerging within the truffle community for a cultivated variety.

There are various places where cultivated Perigord truffle have been identified. The UK has three potential species. Further to this, there have been successful attempts to grow the Perigord in Australia, New Zealand, China, America and South Africa.

Of the three species from the UK, James Feaver said: "If you'd ask me three years ago if we would have Perigord truffles in this country I would have said no."

The demand for truffle is insatiable and cultivation could prove a viable way of sustaining the future of the Perigord. Dr Paul Thomas from Mycorrhizal Systems Ltd recently published a paper titled 'Climate change predicted to seriously impact Mediterranean truffle production'.

Dr Thomas concluded: "Our new study predicts that, under the most likely climate change scenario, European truffle production will decline between 78 and 100 per cent between 2071 and 2100. However, the decline may well occur in advance of this date."





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three species which have been  
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As a result, a harvest for the cultivated variety of the Perigord may increase. As our appetite for the Perigord ceases to wane, new measures will need to be implemented to ensure its survival.

# Every last drop

Unlike its cross-country companion, California, Georgia is making a name for itself in oenology through perfect growing conditions and hybrid grapes

The crop is planted, grapes grown and harvested, and now comes the art. Oenology has been explored for centuries in America, but until recently, was mostly confined to California. Now, the southeastern state of Georgia is gaining recognition as the newest wine region in the US, through the many wineries and vineyards located on the Dahlonega Plateau.

The Dahlonega Plateau is a long, narrow plateau located in the northern foothills of the Georgia Piedmont. The northeastern section of the plateau has recently been named an American Viticultural Area (AVA), meaning the area and its grapes have distinguishing features and the certification helps assure consumers of certain characteristics and a level of quality. Wines labelled AVA must contain at least 85 per

cent of grapes grown in that area. The AVA listed area is about 133 square miles in size, and includes seven wineries and eight commercial vineyards, totalling just over 110 acres of planted vines.

'[This accreditation] establishes the credibility of our wine-growing area and helps dispel the past images of Georgia producing only sweet and muscadine wines,' said Karl Boegner, proprietor and winemaker of Wolf Mountain Vineyards and Winery, one of the wineries in the Dahlonega Plateau.

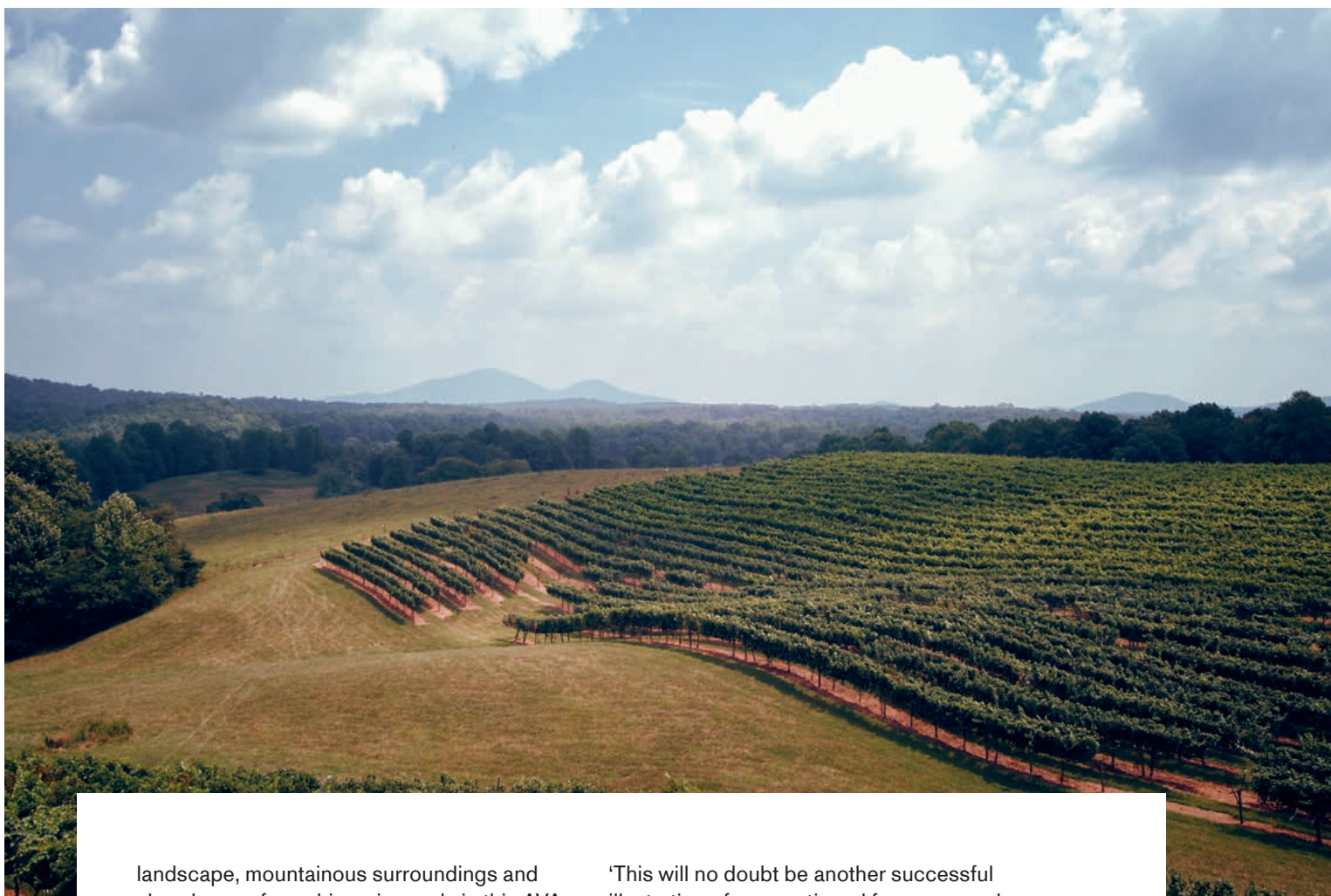
The Dahlonega Plateau is stunning, filled with gently rolling hills that are separated by wide valleys. The sun-drenched earth is warm, perfectly suited to viniculture and quite different from the shaded woodland surrounding it. The wine produced is of the highest standard and due to the elevated

Words by: Amber Elias









landscape, mountainous surroundings and abundance of sunshine, vineyards in this AVA can produce a variety of hybrid grapes from all over the world.

It's these unique growing conditions that have curated these exceptional wines and allowed for an even longer growing time than in California. '[This] particular geographic region has a special growing condition,' said Stephen Smith, manager of the tasting room at Wolf Mountain Vineyards and Winery,

'there's a particular soil profile. Everything that goes into growing grapes makes this area unique.'

Experts say the future of viniculture in Georgia will only grow, with increased awareness and investment into the region. 'The designation of the Daulonega Plateau holds great promise for wine grape production and agritourism,' says Georgia Agriculture Commissioner Gary W. Black.

'This will no doubt be another successful illustration of our continued focus on rural development and could result in a substantial influx of visitors making their way to our state.'

The Daulonega Plateau has the highest concentration of wine producers in the state - fifteen growers in total which cover the areas of Lumpkin and White countries. Everything, from the soil to the terrain makes growing wine in Georgia, USA unique.

Now, recognised nationwide through the AVA as a certified wine region of the United States, wine tourism in Georgia is set to reach new heights.







# In conversation

...with Sven Schnee,  
Head of Global Brand



**‘Gaggenau doesn’t need products to be Gaggenau.’ It is this ethos, coupled with a commitment to craftsmanship, that epitomises the Respected by Gaggenau theory**

It was in the Black Forest, during a thunderstorm, that the Gaggenau marketing team first established the idea behind the Respected by concept. ‘Due to the weather, we had to stay’, says Gaggenau’s Head of Global Brand, Sven Schnee.

‘We were talking about where we came from as a brand and how we could project our message further into the future. Building on what we already have, we saw how we could become a culture at the core of a community, reflecting the same values, the same essence and the same philosophy as the space we have created.’

Encompassing a diverse range of elements, Respected by Gaggenau identifies various people, regions, cultures, animals, produce and crafts that need to be preserved because, as Schnee says, ‘they reflect long-lasting relevance in terms of history, culture and mankind.’

By focusing on the meaning of respect, the concept’s underlying message highlights the necessity of protecting, preserving and cultivating uniqueness. It also emphasises how Gaggenau continues to position itself as a brand with distinct vision and interest,

while simultaneously remaining relevant to its varied audience.

‘I think that when it comes to the relevance of a luxury brand, the relevance is in the eye of the consumer,’ says Schnee who acknowledges Gaggenau’s desire to push the confines of traditional marketing strategies in order to open up a discussion with its customers. ‘We need to position ourselves far beyond anything that is about creating, selling and marketing a product.’

By adopting this approach, Schnee says they can establish what the audience wants and define what is most relevant. ‘Being relevant to a consumer when it comes to luxury is the very essence of the concept.’

The Respected by Gaggenau ethos strikes a balance between being relevant, while also including elements that aren’t part of our daily paradigm. It’s a fine line to tread but within this space Gaggenau has cultivated a unique level of cultural relevance and nuance.

While creating a campaign with culture at its core, Schnee also stresses the, ‘need to have a product campaign to fulfil the promise we’ve created through Respected by.’

Words by: Imogen Smith



He explains: 'If we say we focus on the extraordinary in our ethos, we have to bring this to life in our products. At the end of the day, when our consumers buy a Gaggenau product, they buy it for its use.'

Each Gaggenau product showcases a rarefied level of craftsmanship, achieved only through centuries of intricate development to each individual function and a meticulous approach to limited-batch manufacturing. 'We have industrial production procedures when it comes to the hi-tech elements of our products but most of the other processes are done by hand – this is what makes Gaggenau one of a kind.'

In the 11 years Schnee has worked for the brand, 'there have been very few changes to the way we produce products,' he explains. The changes have appeared, however, in the way Gaggenau approaches and talks about its products. 'We talk more about craft, asking how and why we make our appliances.'

An extension of this is Gaggenau's ability to marry artisanal craftsmanship with technological advances. 'In former times, the user interface on an appliance was a poor electrical display and now it's the core of how the consumer interacts with the product,' says Schnee. 'The tangible qualities of a product, such as its mechanisms and functions, remain the same but the interface makes the real difference to the user's experience. This applies to our products too and this is something that has changed tremendously over the last 10 years.'

Combining product with brand, along with Gaggenau's new emphasis on culture, Schnee explains how Gaggenau wants, 'to create something so different that when it comes to the consumer journey the message is clear; we are one of a kind.'



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# Dedication to craftsmanship

The creation, conception and design  
of a Gaggenau appliance is a fusion  
of art and function

Since 1683, Gaggenau has elevated domestic appliances through its innovative and modern approach to engineering and design.

In the factory in Lipsheim, Gaggenau's production base, 350 highly skilled workers meticulously craft and build the Gaggenau products. On every other machine there is an assemblage of people feeding in the stainless steel or handcrafting the results. From the conception to the creation, a Gaggenau product passes through many different skilled and capable hands, starting at a grassroots level in Munich to the final construction in Lipsheim.

Whether it's the building of the coveted 90cm oven, the intuitive TFT touch displays or the manufacture of a refrigerator, each process is assembled with care, commitment and dedication.

A unique example is the construction of the TFT touch display. This process is completed inside the clean room, the epicentre of the factory. A few skilled and highly meticulous workers build each TFT display complete with the trademark stainless steel rotary knobs. This is a clear case of the harmonious relationship between technology and artisanal craft in the construction of a Gaggenau product.

Gaggenau's commitment to craftsmanship is palpable. Every Gaggenau product has been meticulously designed, tested and manufactured. As the Head of Design, Sven Baacke reiterates: 'We do things a certain way, not to impress or differentiate, but because that is what is required to achieve perfection.'

Words by: Catherine McMaster

# Land of opportunity

Around the world, there is a growing concern about where our food comes from. This, coupled with an appetite for first-class ingredients means that now, more than ever, chefs are taking the time to source the very best produce.

In the UK, 'farm-to-fork' may sound relatively new to diners in urban city centres, but for Anglesey-born Tomos Parry, working with local, seasonal ingredients has been ingrained in him from an early age.

'You become quite connected to the land and sea when you grow up in North Wales,' says Parry. 'You see the immediate effect of good farming and how everything affects what goes onto the plate.'

At age 25, Parry moved to London from Cardiff, beginning his professional career at the River Café, Hammersmith, before heading up the kitchen at Kitty Fisher's in


Mayfair. In 2018, aged 32, Parry opened his first solo restaurant in Shoreditch. Named after a colloquialism for its signature dish of turbot, Brat celebrates the farm-to-fork ethos.

'The UK definitely has some of the best produce in the world,' says Parry, who sources Brat's turbot and other seafood from the Devon and Cornwall coast and the majority of vegetables from Flourish Farm in Cambridge, one of the UK's only farms to still use horses for all fieldwork.

'It takes a couple of years of telling suppliers what you want to achieve before the restaurant opens,' says Parry. 'A lot of the process involves meeting and chatting with them. Even if someone has an amazing product, if the human relationship doesn't work, it doesn't go anywhere.'

Taking the time to build these relationships has certainly paid off for Parry. Six months

Words: Harriet Hirschler



With the British Isles boasting some of the world's best produce from land and sea, Welsh chef Tomos Parry is looking closer to home for his Michelin-starred restaurant's ingredients





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after opening, Brat was given its first Michelin star. 'I thought that would be a long-term goal,' says Parry. 'For it to happen very quickly, it was definitely a surprise.'

Although the restaurant doesn't serve Spanish fare, Parry's preferred apparatus – an open fire wood grill – is a nod to the Basque cooking traditions he so admires. 'There is a restraint to cooking on an open fire,' says Parry. 'With other instruments, the focus can get lost quite easily. I want diners to feel that immediacy and energy of the produce and fire.'

Parry also finds parallels between the Basque community and that of his homeland. 'The Basque Country has a similar relationship with mainland Spain as Wales does with the British Isles,' says Parry. 'They have their own language, culture and unique way of being. As a Welsh speaker, I can relate to that quite a lot.'

Ultimately, it's the Basque community's knowledge of how to get the most out of the land that resonates with Parry. 'My grandparents would always cook on a fire with local, natural resources. And they weren't cooking like this for culinary reasons. It was because they were so rural.'

Forging a closer relationship with British produce is something Parry also sees spreading nationwide.

'Because Britain is an island, we have a huge tradition of brilliant produce, from grain to seafood to meat,' says Parry. 'I think the UK is starting to look more inwards now in what we do in connection with what we have.'

The difference is Gaggenau.

**GAGGENAU**

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