

September 25 - 2023

## CHEF MASSIMO BOTTURA CHOOSES COOKINGRAK AND BECOMES THE PROTAGONIST OF THE LAUNCH OF THE COOKTOP WITH INVISIBLE INDUCTION SYSTEM, BY RAK CERAMICS

**RAK**  
CERAMICS



In a groundbreaking collaboration, world-renowned, three-Michelin-starred chef Massimo Bottura has chosen CookingRAK, RAK Ceramics' revolutionary induction cooktop, to spearhead the launch of this innovative culinary technology.

CookingRAK is set to redefine the way we cook, making it more intuitive, safe and enjoyable. Unveiled as a world premiere, this unique induction cooktop aims to create multi-functional kitchen spaces suitable for everyday use.

Massimo Bottura, known for his culinary masterpieces, becomes the protagonist of a campaign dedicated to innovation and beauty together with CookingRAK. He has chosen CookingRAK for his latest project, the charming restaurant "Al Gatto Verde" in the heart of the Emilia-Romagna countryside. This unique restaurant is located in the recently restored courtyard of the Acetaia Maria Luigia, where traditional balsamic vinegar dating from 1910 to 1980 is kept alongside contemporary works of art.

In the kitchen of the Casa Maria Luigia restaurant, the countertops are equipped with invisible induction hobs that are made of high-performance Maximus slabs, which, thanks to an innovative system, allow food preparation, cooking and eating in the same space, in a spirit of conviviality with people of different views and cultures.

Massimo Bottura said of this innovation: "Now, imagine this beautiful, essential, natural top where you can cut, cook, and clean up and also eat around it. You can have your team around you, and your guests and friends in front of you, sitting and eating while you cook, and at the end you can share a table. At times, evolution is invisible."



