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ENTRE**VET**

PROMOTING SUSTAINABILITY THROUGH GASTRONOMY

BEST PRACTICE



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LET'S READ ABOUT:

INTERVIEW WITH CASA MONTAÑA

Denise Kupervaser, director of quality and sustainability in the restaurant Casa Montaña, explains the importance of promoting sustainability in gastronomy.

READ ABOUT IT!



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QUESTION 1

**WHY DID THE COMPANY DECIDE
TO GO DOWN A SUSTAINABLE
PATH?**



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A company cannot be selfless, and its first concern must be its rentability. But this shouldn't be its only concern. A company must care about its employees, its collaborators, its suppliers, its immediate surroundings, and, of course, its customers. And all this concern must ultimately make its bottom line sustainable. At Casa Montaña, we are convinced this must be the case, and that's why we develop strategies and actions along these lines.

We are aware of the role that companies play in achieving the Sustainable Development Goals and the 2030 Agenda. Sustainability at Casa Montaña must be addressed from various perspectives, and to this end, we have formed an internal Sustainability Committee to identify needs, prioritize actions we can work on, and monitor and communicate them accordingly.



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Currently, we have committed to actions that contribute to 9 of the 17 SDGs and have selected a series of goals that we can influence, with specific objectives and actions. We are clear that, in order to achieve these goals, the 27 employees who make up the Casa Montaña family are a fundamental support for our sustainable culture, and their level of involvement is what inspires other stakeholders, such as our suppliers and customers, about the positive impacts we can generate on society and the environment.



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QUESTION 2

**WHAT ACTIVITIES ARE CARRIED
OUT TO BE SUSTAINABLE?**



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In 2012, we published our first Sustainability Report, which is part of the United Nations Global Compact's progress report. This has served as a basis for accurately reporting on Casa Montaña's Social Responsibility management and, in turn, has served as an incentive to increase the number of actions taken. In its most recent version, the company publishes detailed economic, environmental, and social impacts using the GRI Standards methodology.

The Sustainability Plan is also published within the Report, which prioritizes those SDGs where Casa Montaña can have the greatest impact. We are aware that we cannot work on all 17 SDGs, and that is why we have conducted an SDG evaluation and selection process based on stakeholder analysis, risk analysis, assessment of environmental and social aspects, worker health and safety, and, ultimately, an analysis of our activity. This has allowed us to focus our actions on nine SDGs and measure their corresponding impact.



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The connection between Casa Montaña's cuisine and the surrounding area is gradually strengthening. This is thanks to the fact that, little by little, we have been able to "educate" both our suppliers and our customers about our philosophy and ideal way of working.

The goal is to increasingly draw closer to the sea and the garden, varying the culinary offerings and enhancing the neighborhood's maritime character through easy access to the fish and seafood from the fish market. The unique cycle and season of each product are respected. Traditional agricultural varieties are revived, and the menu is adapted to the seasonality of the selected ingredients. Furthermore, the cuisine pays homage to the classics and respects the Valencian recipe book with traditional and popular creations from Valencian cuisine.



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Although it's not easy, we try to involve our customers in many of our initiatives. The most recent has been their direct participation in the Action Against Hunger campaign, choosing the charity “tapa” we select from the menu. With a different approach, we offer discussions throughout the year on various relevant social topics with influential figures. And we organize " Dinner with Producers " annually, where several specific products are presented and attended by the producers themselves, thus establishing an interesting and enriching dialogue that culminates in a dinner around that product.



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QUESTION 3

**WHAT BENEFITS HAS BEING
SUSTAINABLE BROUGHT TO THE
COMPANY?**



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- **Being more efficient.** Significantly reduce consumption and, therefore, costs, which translates into an increase in profit margins.
- **Positioning in the sector.** Sustainability has become a marketing strategy, which, when supported by real foundations and measurable follow-up, truly provides recognition and added value for customers, suppliers, and other stakeholders.
- **Cover other market segments,** but with criteria and philosophy similar to the company's.
- **Motivated workers** who are proud to be part of the team.
- **Suppliers** with aligned objectives.
- A **good relationship** with neighbors and the neighborhood.
- Possibility of **accessing public and private aid** and subsidies.
- **Strengthening ties** with other major companies in the sector, foundations, associations, etc.
- **More innovation** and the search for new technologies to systematize processes and improve service quality.



QUESTION 4

**WOULD YOU RECOMMEND OTHER
COMPANIES TO BE SUSTAINABLE?**



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Absolutely. Commitment to the community is a fundamental pillar and contributes to establishing and strengthening visible and invisible ties with the neighborhood and Valencian society: participating continuously with financial and logistical resources, promoting the actions of the neighborhood's social stakeholders, sports, and culture, and fostering social integration, is the only way we enjoy developing our business.

The dedication and time required to implement these actions is definitely a great challenge. It's difficult to manage a restaurant and achieve a balance, with fair profitability for all parties, customer recognition, and sustainable processes. We'd like to be able to dedicate more time to each of the actions we propose, delve deeper into the foundations of our processes to improve them, and continue training in sustainability so we can plan new projects.



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