

Deliverable achievement report

c12 Restaurant pop up event

27th October, 2025

Description of completion

Overview

As part of the MountainHER project's outreach and market linkage activities, partners organized culinary pop-up events showcasing innovative cereal-based products developed by women-led cooperatives.

These events provided visibility for agroecological value chains and allowed consumers, chefs, and local authorities to experience the taste and quality of MountainHER products in high-profile gastronomic settings.

1- Detailed Table of Events

Partner	Name of Restaurant / Event	Location	Date	Number of Attendees	Name of Chef(s)	Short Description
OPENFIELDS	<i>Parma Quality Restaurant Association</i> – particularly the members of “Trattoria il Cortile” and “Ristorante da Rita”	Parma, Italy – city center (100-seat location)	March 20, 2025	100	“Trattoria il Cortile” and “Ristorante da Rita”	Very elegant venue with the participation of potential clients, local authorities, and cooperative members. The event included the presentation of the MountainHER project and a promotional video played in a loop in two areas of the venue. It offered strong networking opportunities and valuable commercial discussions. Watch video.
	<i>Cena sopra i 1000 metri</i> (Dinner above 1000 meters) with Parma Quality Restaurant chefs	Rigoso, Italy – main square (in front of the cooperative's bar and store)	August 1, 2025	100	“Ristorante da Rita” and “Al Vedel”	A high-profile open-air dinner organized directly by the cooperative with the <i>Parma Quality Restaurants Association</i> . The event featured local products and gourmet dishes prepared with MountainHER ingredients, fostering strong business relationships and long-term collaboration between the cooperative and professional chefs.
PINS	<i>Planinarski dom Zeleni Vir</i>	Zeleni Vir and Vražji Prolaz Excursion Sites, Croatia	May 3, 2025	Over 800 visitors (including 100 invited guests)	Chef Saša Vukić	In the heart of Gorski Kotar, more than 800 visitors attended a unique open-air culinary event blending gastronomy and nature. Chef Saša prepared traditional dishes such as venison stew with homemade gnocchi, bean and pasta stew, Goranski <i>nadjev</i> , and blueberry strudel using MountainHER wheat flour. The event also launched <i>Divokoza</i> beer brewed from local barley malt, showcased a local food and craft market, live music, and guided walks. Covered by national TV and local radio, it attracted

						influencers from <i>Hiking Croatia</i> , amplifying MountainHER's visibility and community engagement.
ITGC	<i>Kaadet Zmen</i>	Sétif, Algeria	Scheduled for November 18, 2025	50	Chef Bilel	A presentation of traditional dishes for tasting by a target audience, made from cereal derivatives.

2- Key Highlights

- All events showcased MountainHER products such as wheat flour, couscous, pasta, and malt-based recipes.
- Each partner engaged with local chefs and restaurateurs, bridging traditional cuisine and agroecological innovation.
- The events provided an excellent opportunity for cooperatives to reach high-value markets, build visibility, and establish long-term collaborations.
- Cross-sector presence included local authorities, producers, influencers, and potential clients, highlighting the role of women's entrepreneurship in rural areas.

Annex: Photos from the pop-up event













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