

Press release  
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## **BMW Group marks its third year with ECKART** **Presentation of the ECKART 2014 at the BMW Museum** **Consolidation of know-how transfer in 2014**

**Munich.** The BMW Group and the International Eckart Witzigmann Prize are pursuing their joint venture for the third consecutive year. October will see the presentation of the ECKART 2014 in the three categories Art of Cookery, Innovation and Culture of Living. In addition, the award for Creative Responsibility and Enjoyment – launched last year – will be presented for the second time. The awards ceremony and subsequent gala dinner will take place at the BMW Museum. The partnership is also being further expanded at the content level: following the jointly organised symposia on community catering in 2012 and street food in 2013, this year the aim is to demonstrate how the concrete transfer of expertise from top-flight cuisine to corporate catering can be achieved.

“High-quality foods are the bedrock of good cooking,” says Eckart Witzigmann, who gave his name to the international ECKART award. “That may seem obvious, but its practical implementation proves a challenge time and again – in both top-level cuisine and everyday catering,” continues the Chef of the Century. “In the future I would like to encourage our award-winners even more to impart to the public as well an awareness and understanding of their innovative, forward-looking insights into the culture of cooking, nutrition and living.”

Indeed it is rare that methods applied in top-flight cuisine be transferred one-to-one to corporate catering, for example. While top chefs prepare a maximum of several hundred dishes per evening, company catering sees thousands of portions pass over the counter on a daily basis. “Corporate catering operates under entirely different conditions compared with starred cuisine,” says Martin Straubinger, head of BMW Group catering. “However, over the last two years we have learnt that a number of aspects actually can be transferred. BMW catering sets great store by offering staff a balanced choice of freshly prepared foods every day. To that end we use regional, high-quality ingredients from longstanding suppliers. We procure our sausage products and potatoes from Upper Bavaria, for example, and our fruit and certain other vegetables from Lower Bavaria.”

When it comes to a global operator like the BMW Group, there are also numerous regional and cultural aspects that have to be taken into account in the kitchens at the various locations around the world. One facet of know-how transfer, for example, are new regional ingredients previously little known to corporate catering, such as those used in the kitchen by last year’s winner of the Creative Responsibility and Enjoyment prize, top Brazilian chef Alex Atala. This is one example of how such insights could enrich catering at the new BMW plant in Brazil, which is currently under construction.

### **ECKART**

The International Eckart Witzigmann Prize is one of the most prestigious honours recognising outstanding achievements in the art of cooking and fine dining. Chef of the Century Eckart Witzigmann

has been awarding the ECKART since 2004 for unique culinary achievements and a special commitment to the multifaceted subject of the Culture of Living. In partnership with the BMW Group, the Witzigmann Academy presents the prizes annually in the three categories Art of Cookery, Innovation and Art of Living.

The Academy first presented the ECKART in 2013 for Creative Responsibility and Enjoyment, with a purse of 10,000 euros endowed by the BMW Group.

The prize-winners to date include Daniel Boulud (New York City), HRH Charles, Prince of Wales (Highgrove), Elena Arzak (San Sebastian), Anne-Sophie Pic (Valence), Harald Wohlfahrt (Tonbach), Dieter Kosslick (Berlin), Ferran Adrià (Barcelona), Marc Haerberlin (Illhausern), Joël Robuchon (Paris) and many more.

**Contact:**

**BMW Group Corporate Communications**

Daria Gotto-Nikitina, Wirtschafts-, Finanz- und Nachhaltigkeitskommunikation,  
Pressesprecherin Marketing und BMW Welt  
Phone: +49-89-382-60340  
Daria.Gotto-Nikitina@bmw.de

Nikolai Glies, Leiter Wirtschafts-, Finanz- und Nachhaltigkeitskommunikation  
Phone: +49 89 382-24544  
Nikolai.Glies@bmw.de

Internet: [www.press.bmw.de](http://www.press.bmw.de)  
[presse@bmw.de](mailto:presse@bmw.de)

**Contact Witzigmann Academy**

Otto Geisel  
Lachner Straße 18  
80639 München  
Phone: +49-89-139 260 26  
Mobile: +49 (0)172 - 61 41 871  
<mailto:office@ottogeisel.de>

**ian Award can be found at:**

[www.eckart-witzigmann-preis.de/home](http://www.eckart-witzigmann-preis.de/home)