

Press information
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Healthy and diverse cooking – the app for aspiring gourmets

Eckart Witzigmann presents delicious and well-balanced dishes to cook at home – very simple with the help of the smartphone

Munich. A cooperation of the Witzigmann Academy and the BMW Group launched the cookbook-app "Essens.Zeit." about a year ago. The "small app with the big chef" is now getting a comprehensive update, which improves the successful app even further. Many new recipes and tips are waiting to be discovered.

The core idea of the project: to spark enthusiasm among young people and beginners for cooking and to support them in the learning process. Eckart Witzigmann is convinced that "cooking and preparing food yourself is a prerequisite of healthy and enjoyable nutrition".

In a joint effort with BMW Event Catering and its apprentices, Witzigmann further advances the project. Most important new feature are 20 new recipes. In addition to these, there is a digital shopping list that can be created, a detailed description as well as tips for matching drinks.

The app is intuitive to use and automatically calculates the precise amounts of ingredients for the number of persons to be served. These and the respective ingredients can simply be transferred to the digital shopping list.

The recipes in the app are divided into three categories: "Easy", "Manageable" and "Nicely done". The list of dishes ranges from Mediterranean dishes (Penne all' Arrabiata) to Asian classics (Thai curry) and traditional plain cuisine (apple pancakes). The update also includes recipes for basics like vegetable broth and tomato sauce.

The dishes and the preparation processes were given an appetizing appearance by the BMW Event Catering apprentices and renowned food-photographer Carl Peter Fischer, Munich.

At the beginning of the year, the project "Essens.Zeit." received the Axel-Bohl Prize, which is awarded by the Deutsches Institut der Gemeinschaftsgastronomie (German Institute for Community Food Service) for outstanding achievements in the field of community catering.

The app Essens.Zeit. is available for free download on the Apple Store and Google Play Store and can be used on all common smartphones and tablets. The Witzigmann Academy is in charge of this project and is taking steps to further expand the app. Next to detailed recipes for beginners, there is also a

section being prepared for more advanced chefs, presenting Witzigmann's classics as well as seasonal updates.

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