

Presse-Information  
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BMW GROUP  
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## **25th BMW International Open: Top-notch catering for guests and world-class golfers at Eichenried Cook of the Century Eckart Witzigmann is the patron of the Fairway Club Catering**

**Munich.** This year marks a special anniversary, as world-class golfers gather in Munich for the 25th time to battle it out for the BMW International Open. The leading stars of the European Tour will meet at the Golfclub München Eichenried on 20 – 23 June to compete for two million euros in prize money and the coveted title. As well as being treated to an attractive line-up of players, visitors will also be generously catered for away from the action.

A very special highlight awaits guests and players alike at the Fairway Club, where BMW Event Catering – part of the BMW Group's Restaurant Services – will take over the kitchen. At the reins will be Eckart Witzigmann, not only the first German chef to be granted three Michelin stars but also one of just four chefs worldwide awarded the title Chef of the Century by Gault Millau. Witzigmann will oversee the catering together with celebrity chef Karl Ederer and BMW Event Catering. All the dishes will be prepared and plated on the premises in view of the guests.

"Very much in keeping with the BMW Group's sustainability strategy, guests at the BMW International Open 2013 will be offered regional products which are sustainably sourced and only need to be delivered over short distances – and which therefore have a low impact on the environment," explains Martin Straubinger, Head of the BMW Group's Restaurant Services.

All of which brings us on to the ECKART 2013 awards. This major international prize recognising the art of cooking will be presented in October 2013 for the second time in partnership with BMW. The ECKART honours outstanding achievements in the culinary arts and will broaden its scope this year to include activities in the area of sustainability. The highlight of the ECKART will be the awards ceremony due to take place in October 2013, with prizes to be presented

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in the three categories Art of Cookery, Innovation and Cultural Living (the latter for projects in the field of sustainability and social responsibility). The ceremony at the BMW Museum in Munich will be followed by a gala event in the nearby BMW Welt.

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## **ECKART**

The International Eckart Witzigmann Award has been awarded since 2004. Among the winners are Daniel Boulud (New York City), HRH Prince Charles of Wales (Highgrove), Elena Arzak (San Sebastian), Anne-Sophie Pic (Valence), Harald Wohlfahrt (Tonbach), Dieter Kosslick (Berlin), Ferran Adria (Barcelona), Marc Haerberlin (Illhaeusern).

The ECKART honors outstanding achievements of culinary art and is awarded in three categories: the Art of Cookery, Innovation and Culture of Living. The jury is made up of the winners of recent years.

### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an

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integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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