

Press Information

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BMW youngsters at the stove with the "Chef of the Century"

The winners of the recipe-contest for apprentices enjoyed an exclusive cooking class under the direction of Eckart Witzigmann

Munich. Ten apprentices of the BMW Group from Munich, Dingolfing, Regensburg and Berlin experienced a truly stellar moment when taking part in an exclusive cooking class under the direction of Eckart Witzigmann. The "Chef of the Century" had supported the winners of a recipe-contest for junior employees, jointly organised by Witzigmann and the BMW Group, in the preparation of a three-course-menu. Regional and seasonal products, combined with ingredients from international cuisine, were part of the menu plan. At the following dinner, Eckart Witzigmann appeared to be very impressed by the commitment of his students: "These young people are taking the topic of healthy nutrition very seriously and are having great fun while putting it into practice. This is exactly what we wish for when we approach the young generation with our ideas."

Prior to this year's ECKART award ceremony for leading contributions in the art of cookery and food culture, the patron, Eckart Witzigmann, and head chef of BMW Event catering, Kurt Raß, as well as apprentices of the BMW Group developed an app which aims to get young people cooking and spark curiosity for new and well balanced dishes. The launch of the free app for smartphones and tablet-pcs was accompanied by an interactive recipe-contest for apprentices of the BMW Group. The junior employees were asked to add their own cooking creations to the menu suggestions and preparation instructions in the app. The best recipes joined a raffle to win a spot in the exclusive cooking class with Eckart Witzigmann.

An objective of the partnership between the BMW Group and the Witzigmann Academy is to get young employees at the company interested in matters of healthy nutrition. The app was specifically developed for this purpose and resonated very well with the apprentices within short time. Professional know-how and innovative ideas are the ideal basis for engaging the young generation in the art of cooking and food culture.

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EINE KOOPERATION DER WITZIGMANN ACADEMY UND DER BMW GROUP.