

Press Information
3 December 2013

BMW GROUP
INTERNATIONALER ECKART WITZIGMANN PREIS
80788 MÜNCHEN
INFO@ECKART-BMW.DE

International Eckart Witzigmann Prize 2013

Press conference with this year's award winners: "We have to spark the desire for a different nutrition".

Munich. Press conference for the ECKART 2013: This year's recipients of the ECKART 2013, conjointly awarded by the Eckart Witzigmann Academy and the BMW Group, answered the questions of media representatives. Find excerpts of the interviews here.

The ECKART 2013 concludes with a big gala evening at the BMW Welt on 3 December 2013.

Interview with Alex Atala, winner of the ECKART 2013 for Creative Responsibility and Enjoyment

Mr. Atala, the newly presented ECKART for "Creative Responsibility and Enjoyment" is endowed with a grant of 10.000 euro. Do you have any plans yet for this money?

Alex Atala: We would like to make a significant contribution with this amount, so we decided to support a non-profit-initiative by the name Associação Instituto Atá that was founded in April 2013 in Brasil. This institute was co-founded by myself and is supported so far by the voluntary engagement of its founders and supporters. It has a seemingly simple but very demanding objective: to analyse the relationship between people and their foods.

What does that mean more specifically?

Atala: The founding manifesto explains that we need to know more about the chain of creation, from its sources in nature, the production and distribution of food, up to the processes of cooking and eating. It is about strengthening regional varieties, on a biological, agricultural and social level, in order to obtain good food for everybody that also sustains the environment. The Atá-Institute is supposed to examine alternatives to existing dietary models that are not based on feelings of guilt but that spark a desire for different nutrition.

Regional products are also a trademark of your famous cuisine in the restaurant D.O.M. in Sao Paulo . . .

Atala: Yes, too little use is made of the amazing variety of Brazil's nature, which provides a rich basis for my ideas and those of the Atá-Institute, yet, it can also serve as role model for the whole world. An example: Atá works on the classification and the options for the marketing of honey produced by more than

EINE KOOPERATION DER WITZIGMANN ACADEMY UND DER BMW GROUP.

200 indigenous species of bees. Up until now, almost all honey that is used in the whole world derives from only one species. Atá will deal with all aspects of food and society, like health, nutrition, transparency, gastronomy, education and waste of food. It is important to us to see nutrition not only as a chain of supplies. We think of ourselves as stakeholders, as participants in a value-oriented process.

Which tasks are on the agenda of Atá at the moment?

Atala: At the moment we face the challenge of turning the contributions of our large network of experts and supporters into real projects. For this, we must create a small administrative core and this is precisely where the ECKART prize will help. We are sure that within one year, we can convince the guests of the ECKART 2014 with feasible results of our work in these days.

Interview with Kevin Fehling, winner of the ECKART 2013 for Innovation

Mr. Fehling, you are praised and honoured for your innovative capacity. How does one create something truly innovative in the kitchen?

Kevin Fehling: Apart from an inner urge to continuously create something new, it should be an objective to be copied.

What connects you to Eckart Witzigmann?

What does it mean to you to be honoured with an ECKART?

Fehling: The connection is actually something very interesting, because with him, everything started in Germany and I am one of the first of a new generation of three-star-chefs in Germany. After meeting him recently, I also know today why Eckart Witzigmann is called "the boss". For me, this award has greatest significance after my three stars and I am deeply honoured to be able to accept the Eckart Witzigmann Prize.

Please complete the following sentences:

Stars mean to me...

...from a professional perspective, almost everything, they give motivation to strive towards perfection.

My employees are to me...

...indispensable, because without the devotion and passion of these people, I would not be able to cook on this level.

Chefs have responsibility because...

...they are opinion-leaders in the media and can therefore contribute a great deal to sustainability, for example by renouncing meat from endangered species.

I like about today's cuisine...

..that there are apparently no technical limits anymore when it comes to getting

the possibly best taste and best creation
out of the best product.

When I want to seduce a woman, I cook... ...as amuse bouche there would be a bottle of champagne, as a starter something with raw fish and as main course, a pasta brimming with aromas – in this case, the Italians would be my role model.

Interview with Martina Gedeck, winner of the ECKART 2013 for Cultural Living

Mrs. Gedeck, how do you explain the astonishing, long-lasting success of "Bella Martha"? What does the role of a head chef mean to you and your career?

Martina Gedeck: It is simply a wonderful film: lightness, humour, depth, a good story, interesting characters, a happy end ... It has everything it needs to be a classic. I am glad that it is the favourite film of many and that people keep watching it over again. For me "Bella Martha" was the foundation of my international career. Several more films emerged from the collaboration with Sergio Castellito and Ulrich Thomson.

Do you see analogies in the art of an actress and the art of a chef?

Gedeck: Everything depends on the audience ... It needs the right ingredients. At the workplace, you are never alone, but on the other hand: Too many cooks spoil the broth. Full concentration, precision, the right timing and great passion are required. When the clear, pure and plain is achieved – this shows true mastery.

Please complete these sentences:

About today's cuisine I like... ...the seasonal.

The dish that I associate with the deepest emotions and memories is... ...chicken soup.

If I want to impress somebody, I cook... ...I don't.

Chefs have responsibility because... ...food is supposed to taste good.

ECKART

The International Eckart Witzigmann Award is one of the most important distinctions recognising leading contributions to the art of cookery and food culture: Launched in 2004, the award honours outstanding achievements in cookery and exceptional commitment to the multi-faceted area of cultural living. In partnership with the BMW Group, the Witzigmann Academy awards annual

prizes in the Art of Cookery, Innovation and Cultural Living categories. These will be joined in 2013 by a sponsored prize – the ECKART for Creative Responsibility and Enjoyment – which the BMW Group is presenting along with a grant of €10,000.

Among previous award 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 (Illhausern).

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 integral part of its strategy.

www.bmwgroup.com

Facebook:

<http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview> Google+: <http://googleplus.bmwgroup.com>

Should you have any queries, please contact:

BMW Group Corporate Communications

Daria Gotto-Nikitina, Business, Finance and Sustainability Communications

Daria.Gotto-Nikitina@bmw.de

Telephone: +49 89 382-60340,

Fax: +49 89 382-24418

Internet: www.press.bmwgroup.com

E-mail: presse@bmw.de

Internationale Eckart Witzigmann Preis GmbH

Otto Geisel Lachner-Straße 18

80639 Munich

Telephone: +49 (0) 89 139 260 26

office@ottogeisel.de

www.eckart-Inwitzigmann-preis.d

EINE KOOPERATION DER WITZIGMANN ACADEMY UND DER BMW GROUP.