

Press Information
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Good, healthy and responsible cuisine of tomorrow – realistic goal or illusion?

Symposium hosted by the Witzigmann Academy in partnership with the BMW Group

Referents/ Stakeholders

Alex Atala

In the opinion of critics, Alex Atala leads the best restaurant in South America, the D.O.M.

In the previous year, the Brazilian received the ECKART 2013 for Creative Responsibility and Enjoyment. The prize, which is endowed with 10,000 euros by the BMW Group, honoured Atala's commitment to responsible and sustainable economic conduct in the field of top-class gastronomy.

Born in São Paulo in 1968, Alex Atala studied the art of cooking in Belgium, France and Italy. He returned to Brazil in 1994, where he continues to devote his passion and commitment to the flavours and aromas of his native country: Brazilian ingredients, preferably supplied by small, local producers who farm using sustainable and organic methods. Another key aspect of Alex Atala's approach is his desire to scale up activities by developing a stable network of producers, markets and suppliers who will carry his rediscoveries and new creations far beyond his own cooking.

Rudolf Bühler

Rudolf Bühler is a pioneer in the field of ecological and sustainable food production. In internationally acclaimed projects he has demonstrated stable alternatives to industrial food production. The agricultural engineer was born in 1953 and started working in development assistance for several years, before he took over his father's farm in Wolpertshausen near Schwäbisch Hall. He designed and founded the Bäuerliche Erzeugergemeinschaft Schwäbisch Hall, which he supervises until this day. It saved the old breed of the Hällisches Landschwein from extinction and developed high-quality meat-products; the value chain is in the hands of the producers entirely. In order to secure the fair and ecological production of his sausage products, Bühler initiated farming cooperatives for pepper and other spices in Kerala, India.

Karl Ederer

Karl Ederer, born 1955, consistently cooks in a European manner and with authentic produce. Skilful preparation preserves and enhances the natural taste of the food. Sea-salt, discreet spices, fresh seasonal herbs as well as high quality oils and vinegars are the flavors of his cuisine. After his apprenticeship in Munich in 1975, Karl Ederer went to Eckart Witzigmann and his Tantris. Further stations of his career included the restaurant Bruderholz under Hans Stucki in Basel and the fish-restaurant Le Duc in Paris.

Afterwards, he changed to the three-star-chefs Bernard Loiseau in Saulieu and Alain Senderens in Paris. In 1980, he returned as sous-chef to Eckart Witzigmann's Aubergine in Munich. At present, Ederer runs the Restaurant

Ederer in Munich. DER WITZIGMANN ACADEMY UND DER BMW GROUP.

Dr. Friedrich Eichiner

Ph.D. Friedrich Eichiner, Member of the BMW AG Board of Management, Finance, Munich,

has accompanied the collaboration between the company and the Witzigmann Academy for three years. Eichiner joined BMW AG in 1987, is responsible for Corporate Planning of BMW since 2002 and moved up to the Board of Management in 2007. As BMW's Chief Financial Officer, the doctor of business management is responsible for the company's finances since 2008.

Michaela Gilg

As head of BMW Group Gastronomy for Event Catering, Michaela Gilg for many years supervised top-class, large-scale events like the BMW International Open in golf. Since one and a half years, Gilg is head of BMW Group International Catering. In collaboration with the Witzigmann Academy, she supported a team of apprentices who developed the smartphone app "Essens.Zeit. Die kleine App mit dem großen Koch" for their young colleagues at BMW in 2013 (Link: [APP_ESSENS:ZEIT_DOWNLOAD](#)). It received the Axel Bohl Prize at the contest of the Deutsches Institut der Gemeinschaftsgastronomie (German Institute for Community Food Service)

Prof. Dr. Nicole Graf

Professor Nicole Graf devised the Food Management study programme at the Baden-Wuerttemberg Cooperative State University (DHBW), which started in Bad Mergentheim in 2007. Graf holds a doctorate in economics and currently heads the DHBW Heilbronn. For the bachelor study programme Food Management, which follows a dual principle and is taught alternately in theory and practice, there are more than 130 partner companies from the fields of food production, trade and gastronomy, among them the Metro Group, Frosta AG and Feinkost Käfer. For years Professor Graf has been accompanying the work of the Witzigmann Academy with seminars and research projects.

Jürgen Mann

Jürgen Mann is managing director of the Textura Care GmbH, which offers techniques, aids and appliances from the "Molecular Cuisine" of celebrated chef Ferran Adrià for the preparation of meals for people with swallowing difficulties. He is part of the project OptiMahl ("Avantgarde-Cuisine in Nursing Homes"), in which the "texturas" from the studio of the Catalan star-chef have been successfully transferred to the kitchens of several nursing homes in Baden-Wuerttemberg.

Prof. Dr. med. Volkmar Nüssler

Professor Volkmar Nüssler is coordinator of the Tumour Centre Munich since 1999. There, the physician has initiated the installation of a free counselling centre for cancer patients, which was established in collaboration with the Bavarian Cancer Society. Counselling in nutrition is a main focus in the work of the Tumour Centre, which is a joint institution of the Universities Munich. Nüssler is a board member of the international Biotherapy Development Association (BDA), which strives to make research on cancer-treatments more efficient for all interest groups involved. Professor Nüssler also published the cook- and

nutrition-book "Gesund und Köstlich", co-authored with the Austrian chef Hans Haas. It deals with healthy cuisine for connoisseurs, tailored to the needs of cancer patients.

Prof. Dr. med. Markus Ollert

Professor Markus Ollert is chief managing physician and vice director of the Dermatological Clinic Biederstein. This clinic and outpatient clinic of the Technische Universität München treats all skin diseases and allergies. Ollert, born in 1960, studied medicine in Munich and San Antonio (USA). In 1996, he joined the team of the Clinic Biederstein. His research focus is on microbiology and allergology.

Sven Sommer

Since 2002 Sven Sommer is in charge of marketing and sales on the directorate level at the company Sodexo (catering, community provider and facility management). The holding is being managed in France and ranks among the biggest providers of community catering and facility management worldwide with 428.000 employees (status of 2013) and services for 75 million people. In Germany there are 17.210 employees; 650.000 people are being served daily, 200.000 of which are children and adolescents in schools and kindergartens. Sommer deplors that generally too little attention is paid to catering in German companies: "The only requirement usually is 'very much for very little money'."

Martin Straubinger

Martin Straubinger is head of BMW Group catering in Germany and Austria as well as chairman of the Deutsches Institut für Gemeinschaftsgastronomie (DIG, German Institute for Community Food Service). Straubinger places particular importance on the quality of food for employees. "Corporate catering operates under entirely different conditions compared with starred cuisine," according to Martin Straubinger. However, over the last 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."

Eckart Witzigmann

The Austrian Eckart Witzigmann, born in 1941, was trained in the world's best hotels and restaurants. Paul Bocuse, Paul Simon, Roger Vergè, the Troisgros brothers and particularly Paul Haeberlin, all recognised Witzigmann's outstanding talent and supported his unique career. He was the first head chef in the legendary restaurant Tantris in Munich to receive one Michelin-star in 1973 and two Michelin-stars in 1974. At the time, this was the highest distinction in Germany. In 1978, he opened his own restaurant, the Aubergine in Munich, which became the nucleus of fine dining in Germany. Already in 1979, he received the desired three Michelin-stars, in 1994 the French restaurant guide "Gault Millau" proclaimed him "Chef of the Century". Consistently and with great determination, Witzigmann passed on his knowledge to his many employees. The

“International Eckart Witzigmann Prize”, today just ECKART, is awarded annually since 2004.

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 (Illhaeusern), Joël Robuchon (Paris) and many more.

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Further information on the Eckart Witzigmann Prize can be found at:
www.eckart-witzigmann-preis.de