

Press release
22 October 2014

Culinary art and creative responsibility

Munich. The Eckart Witzigmann Award was celebrated on Wednesday with a grand gala event at BMW Museum. "Chef of the century" Witzigmann paid tribute to fellow chefs Shuzo Kishida, Heinz Reitbauer, Sr. and Heinz Reitbauer, Jr. The ECKART 2014 for "Creative Responsibility and Enjoyment" went to surfing legend Jon Rose and his project "waves 4 water", while singer Mick Hucknall was recognised for his services to "Art of Living".

Within ten years, the International Eckart Witzigmann Award, ECKART for short, has established itself as one of the highest accolades for outstanding achievements in the art of cookery and fine dining. At the award ceremony held at the BMW Museum in Munich, 180 guests from business, culture and gastronomy experienced a highlight of enjoyment and responsibility. "Today's award winners are active in different parts of the world. Their commitment in the kitchen and beyond is as unique as their award-winning, star-studded careers," said Dr. Friedrich Eichiner, BMW Board of Management member and patron of the cooperation, in his welcoming remarks. Prior to the seven-course gala dinner, top chefs Shuzo Kishida (Japan), Heinz Reitbauer, Sr. and Heinz Reitbauer, Jr. (Austria), former Simply Red singer Mick Hucknall (England) and Jon Rose (USA) were presented with the ECKART 2014.

The topic of sustainability forms the basis for the partnership between the BMW Group and the Witzigmann Academy launched three years ago. Together, they developed the award for "Creative Responsibility and Enjoyment", which is endowed with 10,000 euros by the BMW Group. This year's award honoured Jon Rose and his project "waves 4 water". His mission is to "get clean water to every single person who needs it". His solution is to have hundreds of travellers each distribute ten filters in remote regions of the world, using modern social networking with thousands of supporters. Jon Rose on the award: "For me as an American, this is a once-in-a-lifetime experience for my work to receive this kind of recognition in Europe. It shows that we are on the right track."

The ECKART 2014 for "Innovation" went to Shuzo Kishida from Tokyo. At his "Quintessence" restaurant, the three-Michelin-star chef combines the purity of Japanese cuisine with the finesse of French gastronomy to showcase the finest ingredients. "The result is the most innovative fusion of two traditional cooking cultures anywhere in the world today," stated Eckart Witzigmann in praise of the young chef, who remained composed, but was clearly touched. "It is already a great honour to be invited to Germany," he said. "But to receive such an

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important award from one of the greatest chefs ever has made a huge impression on me.”

A duo was honoured in the “Art of Cookery” category: Heinz Reitbauer, Sr. and his son, Heinz Reitbauer, Jr.: Reitbauer Senior acquired a modest corner eatery in Vienna in 1970 and, under the name “Steirereck”, transformed it first into a comfortable tavern, then a world-class restaurant. In 1996, he also opened the “Steirereck am Pogusch” restaurant on a remote Alpine pass in Upper Styria. Since 2005, Heinz Reitbauer, Jr. has been chef de cuisine and owner of the “Steirereck” restaurant in Vienna, which ranks among the top 50 restaurants in the world. “When we started out in the seventies, we never dreamt we would come this far,” explained an emotional Heinz Reitbauer, Sr. “To receive this award today is simply the greatest. And the best part is – it is not a dream.”

The ECKART 2014 “Art of Living” went to Mick Hucknall. In its decision, the jury described Hucknall as “a great musician and a man who enjoys a high standard of living himself and is always committed to different projects to promote quality and sustainability.” Two of these projects are his vineyard on Mount Etna in Sicily and management of a large estate on the River Finn in the north of Ireland, where Hucknall has been successfully involved in the conservation of wild salmon, with numbers doubling over ten years. “My project partners and I feel proud and honoured,” said Hucknall. “This is a real incentive for us to continue to drive forward with goals that can help people.”

The menu for the gala dinner was created by eight star chefs: Dani Garcia (Marbella), Bobby Bräuer (EssZimmer, BMW Welt), Alex Atala (Brazil, award winner 2013), Roland Trettl (award winner 2006), Ugo Alciati (Alba, Piemont), Tohru Nakamura (Geisels Werneckhof, award winner 2010), Dominik Fitz (Hangar 7, Salzburg) and Philipp Sigwart (St. Hubertus, Val Badia, South Tyrol).

Before the dinner, Dr. Friedrich Eichiner addressed all chefs and guests with a quote from Paul Bocuse: “Whether classic or modern, there is only one cuisine: “la bonne”, good cuisine!”

ECKART

The International Eckart Witzigmann Award 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 awarded the ECKART for unique culinary achievements and special commitment under the broad spectrum of lifestyle since 2004. In partnership with the BMW Group, the Witzigmann Academy presents awards annually in three categories: “Art of Cookery”, “Innovation” and “Art of Living”. The Academy presented its first ECKART for “Creative Responsibility and Enjoyment” in 2013, with a cash award of 10,000 euros endowed by the BMW Group.

Previous ECKART winners include: HRH Charles, Prince of Wales (Highgrove); Daniel Boulud (New York City); Elena Arzak (San Sebastian); Anne-Sophie Pic

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(Valence); Harald Wohlfahrt (Tonbach); Dieter Kosslick (Berlin); Ferran Adrià (Barcelona); Marc Haerberlin (Illhausern); Joël Robuchon (Paris); and many more.

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The BMW Group

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In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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