

Media Information  
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## **ECKART 2014 for "Innovation" goes to Shuzo Kishida: The chef who creates east-west harmony.**

**Munich.** Shuzo Kishida is a quiet revolutionary. Born in 1974, he trained at renowned French restaurants in Japan, before moving to France in 2000 to continue his career alongside several star chefs. From 2003 on, he worked at the famous "L'Astrance" in Paris, where he was promoted to sous-chef after just one year. In 2005, Kishida returned to Tokyo and has been at the "Quintessence" restaurant since 2006, where he became the youngest Michelin-starred chef worldwide to earn three stars in 2008.

At first glance, his creations appear as familiar as his philosophy of:

- respecting the product
- pursuing the cooking process
- attention to detail in the seasoning process.

The revolutionary power of his art unfolds during eating. Kishida creates culinary harmony with almost poetic expression, by combining 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, representing the quintessence of their culinary ideas and philosophies.

Wine pairings take the theme of harmony a step further at Kishida's "Quintessence" restaurant. European wine culture is highly regarded in Japan, but exists separately from traditional haute cuisine. Kishida's culinary art also pays tribute to wine and its long history in a totally new context at the highest possible level.

### **ECKART**

The International Eckart Witzigmann Award is one of the most prestigious honours recognising outstanding achievements in the art of cooking and fine

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

If you have any questions, please contact:

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#### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

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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# ECKART 2014



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