

Press release
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Eckart Witzigmann appoints jury for the ECKART 2014

Munich. The ECKART has become a firm fixture among culinary awards and is one of few honours whose impact extends beyond the industry itself. Eckart Witzigmann has appointed the following persons to the jury that will award the eponymous ECKART 2014:

- Alex Atala, winner of the ECKART 2013 for Creative Responsibility and Enjoyment, Sao Paulo
- Dr Friedrich Eichiner, Member of the BMW AG Board of Management, Finance, Munich
- Fritz Eichbauer, businessman, founder and owner of Tantris restaurant, Munich
- Otto Geisel, Witzigmann Academy, initiator of the award, Munich

With Eckart Witzigmann in the chair, the jury will meet on 18 July 2014 on the margins of this year's symposium jointly organised by the Witzigmann Academy and the BMW Group. The theme is: "Good, healthy, responsible cuisine of tomorrow – realistic goal or illusion?"

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

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Witzigmann Award can be found at:

www.eckart-witzigmann-preis.de/home