

Media Information
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From theory to practice – Witzigmann Symposium 2016 BMW Group and Witzigmann Academy step up their commitment to sustainable company catering

Munich. The BMW Group and the Witzigmann Academy are continuing their cooperation to promote sustainability and social responsibility in the culinary arts and nutrition. The two partners have explored current developments and various aspects of fine dining at a number of symposiums and field trips since 2012, with intensive discussions of its significance for everyday nutrition and company catering. At the Witzigmann Symposium on 28 June 2016 at the BMW Museum in Munich, experts will discuss what has already been achieved at the BMW Group, as well as the challenges of sustainable nutrition for everyone in the chain, from the producer to the consumer.

Responsibility in all areas

Dr. Friedrich Eichiner, member of the Board of Management of BMW AG and patron of the cooperation, underlines the importance of “healthy eating” for the BMW Group: “We apply the same standard of quality across all areas of the company. We want our company restaurants to offer employees a variety of healthy, good-quality food options. Responsible regional food sourcing plays an increasing role.”

During the symposium, Martin Straubinger, head of BMW Group Company Catering, will report on implementation of the “NAHtürlich” pilot project at the BMW Group. Since the start of the month, staff at the Research and Innovation Centre in Munich have been able to choose from a selection of meals prepared daily from sustainably sourced ingredients at a separate cooking island, with a focus on seasonal and regional products. In this way, the BMW Group and the Witzigmann Academy are underlining their commitment to sustainable and responsible catering. Freshness and quality have been a priority for many years now in BMW Group company restaurants.

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Discussion with experts

Experts from all areas of company catering, from the producer to the consumer, will have the opportunity to speak alongside the BMW Group.

Doubts and reservations sometimes stand in the way of cooperation. Suppliers of sustainable products are often small firms that believe they have little chance against the negotiating power of a major buyer. Anton Holzinger of the organic cheese manufacturer Zurwies will share the “small” suppliers’ perspective at the symposium. Rudolf Bühler, Chairman of the Management Board of the Farming Producers’ Community Schwäbisch Hall (BESH), will also present his innovative concept that leverages the strength of a large number of small business. The BMW Group and the Witzigmann Academy actively seek dialogue in this area.

“The BMW Group is well aware of its social and ecological responsibility,” says Dr. Friedrich Eichiner, member of the Board of Management of BMW AG. “The Witzigmann Academy is a competent partner with whom we can discuss how to make our company catering even better, healthier and more sustainable.”

The Witzigmann Academy shares its expertise to help the BMW Group implement the pilot project. “For me,” says Eckart Witzigmann, “the product is the star – not the chef. I am very happy that the BMW Group is now implementing this belief with even more commitment.”

ECKART, Witzigmann Academy and the BMW Group

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 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

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(Illhausern); Joël Robuchon (Paris); Joël Robuchon (Paris); Alex Atala (Sao Paulo); Jon Rose (Los Angeles); Mick Hucknall (Manchester); and many more.

A symposium on a specific gastronomic topic is also held annually.

Sustainability has been an integral part of the BMW Group's corporate strategy for many years, with sustainable development firmly established as a corporate target at Group level: from the development of alternative, fuel-saving vehicle concepts through environmentally-compatible production processes to eco-friendly recycling methods. At the BMW Group, sustainable thinking and action influences not only the product, but the entire value chain. In all areas of the company, the focus is on meaningful and responsible use of energy and raw materials.

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Further information on the Eckart Witzigmann Award can be found at:

www.eckart-witzigmann-preis.de

Die BMW Group

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Im Jahr 2015 erzielte die BMW Group einen weltweiten Absatz von rund 2,247 Millionen Automobilen und rund 137.000 Motorrädern. Das Ergebnis vor Steuern belief sich auf rund 9,22 Mrd. €, der Umsatz auf 92,18 Mrd. €. Zum 31. Dezember 2015 beschäftigte das Unternehmen weltweit 122.244 Mitarbeiterinnen und Mitarbeiter.

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