

Media Information
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ECKART 2016 award winners: Andreas Caminada, Dominique Crenn, Sebastian Copeland and the Munich Viktualienmarkt “Chef of the century” Eckart Witzigmann and his jury announce honourees

Munich. The jury appointed by “chef of the century” Eckart Witzigmann has made its selection: This year’s international Eckart Witzigmann Awards (ECKART) will go to Andreas Caminada (Switzerland), Dominique Crenn (USA), Sebastian Copeland (USA) and the Munich Viktualienmarkt (Germany). The awards will be presented at a gala ceremony held for the first time at BMW Group Classic on 18 October 2016.

Andreas Caminada, ECKART 2016 for the Art of Cookery

At 33 years of age, Andreas Caminada became Switzerland’s youngest three-star chef and has maintained this high standard at his restaurant at Schloss Schauenstein since 2010. Caminada’s creative variety of preparation methods reveals every imaginable facet of individual ingredients. The original flavour of seasonal Alpine products is preserved at all times and individual components remain clearly recognisable. Unexpected combinations and methods of presentation ultimately unite all elements to form a culinary whole. Since 2016, his foundation “Fundaziun Uccelin” (Romansh for “little bird”) has nurtured individual chef and service talents with the aim of guaranteeing high-quality fine dining over the long term.

Dominique Crenn, ECKART 2016 for Innovation

Dominique Crenn firmly believes that food can move people in the same way as a poem, a song or a painting. She expresses this relationship to her dishes through poetry, regarding herself not “just” as a chef, but also as an artist, scientist and ambassador of taste. Dominique Crenn’s vision of modern, skilful craftsmanship and sustainable haute cuisine with no boundaries defines her “Atelier Crenn” in San Francisco.

IN COOPERATION WITH WITZIGMANN ACADEMY AND BMW GROUP.

The menu proposed by French-born Crenn is pure poetic culinaria: The individual dishes are barely hinted at with names such as “Walking deep in the woods” or “As the earth might have something to spare”.

Viktualienmarkt, ECKART 2016 for Art of Living

A paradise for food lovers right in the heart of Munich, a lively market and popular meeting place for locals and visitors alike for the past 200 years: During this time, the Viktualienmarkt has evolved from a simple farmers’ market into one of the most popular shopping addresses for foodies and a landmark of the city of Munich. On a stroll through the market, visitors can choose between top-quality food items, delicacies and flowers from more than 140 retailers. Fresh regional and seasonal fruit and vegetables are widely offered, supplemented by an extensive selection of meat, fish, bread, herbs and spices, as well as tea, milk and dairy products, wine and spirits. Around 30 retailers also import a broad range of exotic delicacies to the Bavarian capital. The Viktualienmarkt provides a valuable, authentic and dynamic experience of Munich living and culture.

Sebastian Copeland, ECKART 2016 for Creative Responsibility and Enjoyment (endowed by the BMW Group with 10,000 euros)

Polar explorer, environmental activist, adventurer and outstanding photographer, Sebastian Copeland has addressed the United Nations and the World Affairs Council and explicitly warned against changes in the Polar regions due to climate change.

Copeland uses impressive photos and films of his expeditions to the North and South Pole in his efforts to awaken society and achieve bolder political decisions. He calls for a reduction in emissions and for people to venture outside of their personal comfort zone. He believes people must once again start living with nature in a more responsible manner, if the world we know is to have any chance of survival. The former celebrity photographer is supported by a number of stars, including his cousin Orlando Bloom.

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 Haeberlin (Illhaeusern); Joël Robuchon (Paris); Alex Atala (Sao Paulo); Jon Rose (Los Angeles); Mick Hucknall (Manchester); Claus Meyer (Copenhagen) 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

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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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