

Media Information  
19 May 2019

## **ECKART 2019 FOR ART OF LIVING goes to Wolfgang Puck**

The BMW Group and the ECKART Academy are honouring the top Austrian chef for his sense of the successful balance between tradition and innovation as well as his commitment to social causes

**Munich/Vienna.** The ECKART 2019 FOR ART OF LIVING goes to Wolfgang Puck, one of the most renowned gastronomy entrepreneurs in the world, who has had a decisive cultural influence in the United States. The opening of the first gourmet restaurant in Hollywood in 1982 marked the beginning of the Austrian chef's success story, which he owes to his culinary brilliance.

"Wolfgang Puck is a modern ambassador of quality and good taste – his ideas have changed American gastronomy and continue to shape it beyond the present," says Dr. Nicolas Peter, Member of the Board of Management of BMW AG, Finance, and patron of ECKART.

"In addition to his lively personality and his culinary brilliance, which focuses on evolution instead of radical changes, Puck's sense for the right balance between tradition and innovation is the basis of his success. He also uses this success for a comprehensive social commitment that is second to none," says Eckart Witzigmann, explaining the jury's decision.

Puck supports numerous foundations and organizations such as the American Cancer Society, the Special Olympics and the Make-A-Wish Foundation and is dedicated to promoting young talent. Since 2007, Wolfgang Puck has also committed himself to no longer offering foie gras in his bars and restaurants and to focusing entirely on organically-grown products.

Wolfgang Puck's path to world-class gastronomy led him from his Austrian homeland via France to America. Puck now operates over 100 restaurants worldwide, including several star restaurants. For 20 years, he has also served as the chef for the Governors Ball – the official dinner after the Oscars. Despite his international fame, however, he continues to focus on his roots, as the Wiener Schnitzel can be found on all of Puck's menus.

### **The ECKART**

The BMW Group and the ECKART Academy have been partners since 2012 and jointly award the Eckart Witzigmann Prize for outstanding achievements in the gastronomy scene. The

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 Munich

Telephone  
+49 89 382 60340

Internet:  
[www.bmwgroup.com](http://www.bmwgroup.com)

DIE ECKART ACADEMY IN PARTNERSCHAFT MIT DER BMW GROUP.

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partnership is based on the common goal of promoting healthy nutrition, sustainable cuisine and the responsible use of resources. Previous award winners include Daniel Boulud, HRH Charles Prince of Wales, Elena Arzak, Anne-Sophie Pic, Harald Wohlfahrt, Dieter Kosslick, Ferran Adrià, Marc Haeberlin, Joël Robuchon, Alex Atala, Jon Rose, Mick Hucknall, Massimo Bottura, Dominique Crenn, Andreas Caminada, Tiffany Persons, María Marte, Alain Ducasse, and many others.

The award for sustainable enjoyment and social responsibility will be presented at a ceremony in Vienna on 19 May 2019.

### **BMW Group Press and Public Relations**

Daria Nikitina, Corporate Communications  
Telephone: +49 89 382-60340, Fax: +49 89 382-24418  
Email: [Daria.Nikitina@bmw.de](mailto:Daria.Nikitina@bmw.de)

Mathias Schmidt, Head of Corporate and Culture Communications  
Telephone: +49 89 382-24544, Fax: +49 89 382-24418  
Email: [Mathias.M.Schmidt@bmw.de](mailto:Mathias.M.Schmidt@bmw.de)

Internet: [www.press.bmw.de](http://www.press.bmw.de)  
Email: [presse@bmwgroup.com](mailto:presse@bmwgroup.com)

### **ECKART Academy, Executive Management**

Represented by: Otto Geisel  
Tel.: +49 (0)89 139 260 26, Mobile: +49 (0)151 65533070  
Email: [office@ottogeisel.de](mailto:office@ottogeisel.de)

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### The BMW Group

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

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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