

A star for BMW

BMW Welt restaurant “EssZimmer” earns Michelin Guide honour in record time

Munich. Within just eight months of the “EssZimmer” gourmet restaurant opening at the BMW Welt, Bobby Bräuer and his team have earned a Michelin star. “EssZimmer” joins the ranks of Germany’s top restaurants in record time. The honour was announced by Michelin Guide at a press conference held in Berlin on Thursday. The Michelin star is considered one of the highest gastronomic accolades. A total of 274 stars were awarded in the 2014 edition.

“I am delighted, and proud. I’ve come full circle in Munich at ‘EssZimmer’, 15 years after I earned my first star at the ‘Königshof’,” commented Bobby Bräuer after the announcement.

Thomas Muderlak, head of BMW Welt, confirms: “A Michelin star is the ultimate accolade for any restaurant. We are very proud that ‘EssZimmer’ has been awarded this honour. Our concept of offering the finest cuisine with first-rate service, including chauffeur service, in this exceptional location has been extremely well-received, not only by our many satisfied patrons, but also by the most influential food critics. We would like to express our thanks and appreciation to Käfer, Bobby Bräuer and his team.”

“I wholeheartedly congratulate Bobby Bräuer and his team. This star was our dream – one that has come true faster than we dared to imagine. Our goal with the BMW Welt was to give Munich a new culinary hot spot: This award shows that we have succeeded,” commented Michael Käfer, managing director of Käfer GmbH & Co. KG.

The gastronomic partnership between the two long-standing Munich companies, BMW and Feinkost Käfer, dates from October 2012. The gastronomic concept is designed to serve different visitor groups. In addition to the exclusive fine-dining restaurant “EssZimmer”, Feinkost Käfer also operates the “CooperS” bistro on the building’s ground floor; the “Bavarie” restaurant and “Biker’s Lodge” coffee bar on the middle floor; as well as catering for the many events held at the BMW Welt.

“EssZimmer” – also referred to as “Bobby Bräuer’s living room” – redefines guest expectations. The ambience combines competence and comfort: Top-quality materials and warm colours give the 45-seat restaurant a luxurious, but comfortable, feel. The exquisite cuisine of a gourmet chef, an impressive wine

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list, first-class service and the option of using the BMW Welt's BMW chauffeur service make an evening at "EssZimmer" an extraordinary experience.

Bobby Bräuer prepares the honest cuisine of a master chef who has not only earned awards at all stages of his career, but above all perfected the art of creating dishes with his own unique style: French cuisine with Mediterranean and regional influences; sincerity and authenticity in the choice of products; and artistry and creativity as a team are the starting point for all of the menus that bear his signature.

About Bobby Bräuer

Bobby Bräuer trained in classic French cuisine and was influenced in his early years by great chefs, such as Otto Koch, Eckart Witzigmann and Dieter Müller. Munich-born Bräuer already earned a star for the "Königshof" gourmet restaurant in Munich, the "Victorian" in Dusseldorf and the "Quadriga" restaurant at the Hotel Brandenburger Hof in Berlin and was named "Chef of the Year" in 2011 by Gault Millau Austria for his achievements at the "Petit Tirolia" in Kitzbühel. Bräuer was also named "Rising Star of 2014" by Schlemmer Atlas restaurant guide in early November.

Opening hours: Tuesday to Saturday, from 6.00 p.m.

Capacity: Seating for approx. 45 persons

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esszimmer.bmw-welt@feinkost-kaefer.de

Further information is available at: www.bmw-welt.com and <http://esszimmer-muenchen.de>



Master chef Bobby Bräuer earned a Michelin star at "EssZimmer" in its first year.
(Image: Käfer)

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Master chef Bobby Bräuer and his team at “EssZimmer” inside the BMW Welt. (Image: Käfer)



View from “EssZimmer” of the vehicle collection area at the BMW Welt. (Image: BMW AG)



Luxurious, but comfortable – “EssZimmer” at the BMW Welt is also known as Bobby Bräuer's living room. (Image: BMW AG)

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BMW Welt

With around 2.5 million visitors each year, BMW Welt in Munich is Bavaria's most popular attraction and has become a real magnet for visitors since its opening in 2007. With its pioneering architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round programme of varied events covering culture, art and entertainment along with culinary delights in several restaurants. Whether it's a jazz concert, poetry slam, clubbing, improv theatre, family Sundays, a film première, gala event or panel discussion – BMW Welt is the perfect platform for innovative events with a capacity for up to 2,500 guests. In the BMW Welt Junior Campus, children and youngsters can enjoy exciting guided tours and workshops on the themes of mobility and sustainability.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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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