

Media Information

July 2016

## **Witzigmann Symposium 2016: BMW Group and Witzigmann Academy present “NAHtürlich” pilot project**

### **The new value of catering**

**Munich.** This year's Witzigmann Symposium hosted by the BMW Group and the Witzigmann Academy at the BMW Museum was dedicated to knowledge transfer: How can top restaurants' knowledge of modern, responsible nutrition be applied to the catering trade and company catering, in particular? What are the challenges for all those involved in the process – from suppliers to chefs to logistics? The BMW Group and the Witzigmann Academy gave an insight into their achievements so far, provided an initial assessment of the “NAHtürlich” pilot project and openly shared the results for discussion. The Witzigmann Symposium 2016 forms part of the cooperation between the Witzigmann Academy and the BMW Group, designed to promote sustainability and social responsibility in the culinary arts and nutrition.

Founder of the Witzigmann Academy, “chef of the century” Eckart Witzigmann summed up at the symposium: “In theory, it is easy to agree on what constitutes healthy, responsible eating. The real challenge is putting it into practice on a large scale.” The BMW Group operates 41 company restaurants and bistros in Germany and Austria alone, including 22 at its Munich location. A total of 47,000 meals are served every day – including 10,000 at its Research and Innovation Centre north of Munich. This presents enormous logistical and organisational challenges. In an initial pilot project, the BMW Group, together with the Witzigmann Academy, is exploring new approaches to company catering.

“NAHtürlich”, the BMW Group's catering pilot project, brings innovative, regional and seasonal dishes to the menu. Maintaining and promoting the health and long-term performance capabilities of BMW Group employees is a priority, as well as responsibility towards society and the environment. A stronger focus on sustainability by BMW Group

catering should ultimately boost employee satisfaction and make the company a more attractive employer.

“The trend towards a more seasonal and regional focus in society continues. Responsible production and regional food sourcing play an increasing role,” underlined Dr. Friedrich Eichiner, member of the Board of Management of BMW AG, responsible for Finance and patron of the cooperation. “There has also been a change of thinking in company catering. The BMW Group is well aware of its social and ecological responsibility. We have thought a great deal about how we can make ecologically and sustainably-sourced foods a more integral part of our catering.”

Specifically, since early June, BMW Group staff at the Research and Innovation Centre in Munich have been able to enjoy a food station that only serves meals made from in-season, regional products, animal-welfare-friendly production and sustainable fisheries. “Demand is already exceeding our expectations,” according to Martin Straubinger, head of BMW Group Company Catering. “Instead of the 700 meals per day we anticipated, we are already serving more than 800. This has been a very positive experience for us that shows how people really appreciate a responsible approach to food.”

The pilot phase of “NAHtürlich” will continue until the end of the year. Both the project’s initial successes and challenges are already becoming visible. For example, the large volume of meals and high standards for availability of products and logistics can confront small suppliers, in particular, with new challenges.

Rudolf Bühler, Chairman of the Management Board of the Farming Producers’ Community Schwäbisch Hall (BESH), also presented his innovative concept, which leverages the strength of a large number of small business. Anton Holzinger’s organic cheese manufacturer Zurwies provides a good example of how successful cooperation between a “small” supplier and the BMW Group can create added value for everyone concerned.

The expertise of the Witzigmann Academy helps the BMW Group implement the pilot project “NAHtürlich”.

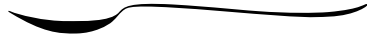
**ECKART, Witzigmann Academy and BMW Group**

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); 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.



If you have any questions, please contact:

**BMW Group Corporate Communications**

Julian Hetzenecker, BMW Group Business and Financial Communications

Tel.: +49-89-382-39229

Email: [julian.hetzecker@bmw.de](mailto:julian.hetzecker@bmw.de)

Email: [presse@bmw.de](mailto:presse@bmw.de)

Media website: [www.press.bmw.de](http://www.press.bmw.de)

**Press contact Witzigmann Academy**

Otto Geisel

Lachner-Straße 18

80639 München

Telephone: +49 89 139 260 26

[office@ottogeisel.de](mailto:office@ottogeisel.de)

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

[www.eckart-witzigmann-preis.de](http://www.eckart-witzigmann-preis.de)

**Die BMW Group**

Die BMW Group ist mit ihren Marken BMW, MINI und Rolls-Royce der weltweit führende Premium-Hersteller von Automobilen und Motorrädern und Anbieter von Premium-Finanz- und Mobilitätsdienstleistungen. Als internationaler Konzern betreibt das Unternehmen 31 Produktions- und Montagestätten in 14 Ländern sowie ein globales Vertriebsnetzwerk mit Vertretungen in über 140 Ländern.

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.

Seit jeher sind langfristiges Denken und verantwortungsvolles Handeln die Grundlage des wirtschaftlichen Erfolges der BMW Group. Das Unternehmen hat ökologische und soziale Nachhaltigkeit entlang der gesamten Wertschöpfungskette, umfassende Produktverantwortung sowie ein klares Bekenntnis zur Schonung von Ressourcen fest in seiner Strategie verankert.

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

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>