

Media Information

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## **Alain Ducasse wins ECKART 2017 for “Art of Cookery” Awards gala hosted by Alain Ducasse at Palace of Versailles**

**Paris.** The jury of the International Eckart Witzigmann Award (ECKART) has announced its first selection: Alain Ducasse will receive the ECKART 2017 for the “Art of Cookery”.

“Alain Ducasse embodies a culinary philosophy that is very similar to my own. Preparing food is first and foremost a craft for him: The product takes centre-stage, with no room for airs and graces in the kitchen,” said Eckart Witzigmann, commenting on the jury’s decision.

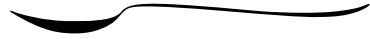
Alain Ducasse represents the revival of haute cuisine unlike any other and makes the product the focal point in a radical way. He is the first chef to create and serve an all-vegetarian menu worthy of three stars. Ducasse thinks far beyond the plate. Food is for him a fundamental need with the status of a civil liberty.

Alain Ducasse is the only chef to have earned the highest accolade of three Michelin stars for three different restaurants: “Le Louis XV” in Monte Carlo; “Le Plaza Athénée” in Paris and the “Alain Ducasse at the Essex House” in New York City.

With an approach more prêt-à-porter than haute couture, Ducasse started out opening bistros in his name without aspiring to the level of a starred restaurant. In this way, he was able to share his culinary philosophy with a wide audience. Today, he operates 26 restaurants worldwide.

### **ECKART 2017 jury session**

Chairman of the jury and host was ECKART 2013 award-winner Joël Robuchon. The jury met at the “Atelier Robuchon” restaurant in Paris to decide the winners of the ECKART 2017 in the categories “Art of Cookery”, “Innovation” and “Art of living”. This year, there were more nominees for consideration than ever before.



For the ECKART for “Creative Responsibility and Enjoyment”, introduced in 2013 with a cash award endowed by the BMW Group, the jury also draws on the expertise of former ECKART winners. The remaining recipients of the ECKART 2017 awards will be notified and announced over the course of the summer.

This is the first time the ECKART will be presented outside of Germany and marks the beginning of its world tour. The award ceremony for the ECKART 2017 will be held in Paris, with the next stop in New York City.

For the BMW Group, which has partnered with the Witzigmann Academy since 2012, sustainability has been an integral part of its 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.hetzenecker@bmw.de](mailto:julian.hetzenecker@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

Tel.: +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)

### **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. 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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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