

Media Information
2 May 2019

ECKART 2019 goes to Vienna with new format

BMW Group and Eckart Witzigmann launch the first foodlab in Vienna

Munich. The BMW Group and star chef Eckart Witzigmann are expanding their joint commitment to culinary arts, conscious enjoyment and social responsibility: In the eighth year of cooperation, in addition to awarding the renowned international Eckart Witzigmann Prize, the ECKART foodlab will take place for the first time. “The product is the star” – this is the motto of the one-day event, which will take place on 20 May 2019 at the Schönbrunn Orangery and will provide information about the many aspects of good food. Market stalls with selected products from all over Austria and the international Alpine region will tempt visitors to put new knowledge into practice.

“Our partnership with the Eckart Academy is based on the common goal of promoting healthy nutrition, sustainable cuisine and the responsible use of resources,” says Dr. Nicolas Peter, member of the Board of Management of BMW AG, Finance, and patron of ECKART. “With the ECKART foodlab, we are creating a modern format, with which we want to address a broader audience.”

Eckart Witzigmann explains the idea behind the foodlab: “Sustainability, quality and responsibility in nutrition have always been important to me. But what does that mean in concrete terms for everyone? With the foodlab, we want to establish a platform and gain more attention and broad impact. Our goal is to help good, responsibly-prepared food achieve a breakthrough. Together with the BMW Group, we are developing and promoting ideas to ensure that something really changes.”

Under the title “The product is the star – grounding the avant-garde”, the ECKART foodlab #1 is dedicated to the questions: What is good food? Is there good food without a guilty conscience? Do labels such as organic, seasonal or regional help consumers? “It is more important to cook for yourself than to just eat well from time to time,” says Eckart Witzigmann. The first ECKART foodlab evaluates answers in theory and practice, in small workshops or discussion rounds with exciting personalities from the gastronomy scene.

The orientation of this exploration is Witzigmann’s oft-quoted and rarely implemented

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Telephone
+49 89 382 60340

Internet:
www.bmwgroup.com

DIE ECKART ACADEMY IN PARTNERSCHAFT MIT DER BMW GROUP.

**BMW
GROUP**

Media Information

Date 2 May 2019
Subject ECKART 2019 goes to Vienna with new format
Page 2

credo: "The product is the star." "Viennese Cuisine" and the "Culinary Heritage of the Alps" with a producers' market provide illustrative material for the first answers. Eckart Witzigmann adds: "The greatest thing for a gastronome has always been to know his producers. To be able to tell them what was good and what wasn't so good and which products you would like to have."

Additional information and tickets for the event can be found at <https://eckart-foodlab.com>.

On the eve of the ECKART foodlab #1, prizes will be awarded in the categories "Great Cooking Art" and "Life Culture", which will continue to be endowed by the BMW Group with €50,000 each. These funds are used to finance social or sustainable projects on behalf of the prize winners. The ECKART jury explains the change in categories and format as follows: "The one-day foodlab #1 event will feature around 100 stakeholders and up to 300 participants. This expansion of ECKART 2019 will bring a new social and communicative platform to the previous format, which has already been successful for 15 years. Above all, young talent from the gastronomy and grocery trades will be placed in a creative dialogue."

Please contact us if you have any questions:

BMW Group Corporate and Governmental Affairs

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

Mathias Schmidt, Head of Corporate and Cultural Communications
Telephone: +49 89 382-24544, Fax: +49 89 382-24418
Email: Mathias.M.Schmidt@bmw.de

Internet: www.press.bmwgroup.com
Email: presse@bmwgroup.com

ECKART Academy, Management

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

Media Information

Date 2 May 2019
Subject ECKART 2019 goes to Vienna with new format
Page 3

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.

www.bmwgroup.com

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

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

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

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw>