

Media Information

24 June 2026

Two Michelin stars for THE CLOUD by Käfer at BMW Welt.

BMW Welt congratulates THE CLOUD by Käfer on earning one of gastronomy's highest honours.

Launch of "SEASON II – WHISPERS OF THE RAINFOREST".

Munich. The fine-dining restaurant THE CLOUD by Käfer at BMW Welt has been awarded with two Michelin stars by the "Michelin Guide". Just one year after opening, this prestigious accolade celebrates the culinary signature of chef de cuisine Jens Madsen, restaurant manager Mona Röthig, sommelier Luigi Pecchia and the entire team. With its concept of "CULINARY NOMADISM", THE CLOUD by Käfer brings together international influences, meticulous craftsmanship and an exclusive dining experience under the roof of BMW Welt.

"The Michelin Guide" defines a two-star restaurant as "Table excellente, mérite un détour"; in English: "excellent cooking, worth a detour". This definition now also officially applies to THE CLOUD by Käfer at BMW Welt. Also winning the "Opening Of The Year" award, the fine-dining restaurant demonstrates that its concept has struck exactly the right note: "CULINARY NOMADISM" – a culinary journey.

"The two Michelin stars are a great honour for our entire team. We are delighted by this recognition, yet we remain focused on what matters most to us every day: working creatively and with concentration, treating high-quality products with respect, and creating a special experience for our guests," commented Jens Madsen, chef de cuisine of THE CLOUD by Käfer, following the announcement.

"We warmly congratulate Jens Madsen, Luigi Pecchia, Mona Röthig and the entire team at THE CLOUD by Käfer on this very special honour. The two Michelin stars recognise the team's outstanding culinary achievement and confirms the high standards that have shaped an exceptional fine-dining experience at BMW Welt in collaboration with Käfer and Designworks. We are really looking forward to Season II, as THE CLOUD by Käfer continues its culinary journey," added Sandra Wittemer, head of BMW Welt.

From 8 July 2026, THE CLOUD by Käfer at BMW Welt will embark on its second culinary journey, entitled "SEASON II – WHISPERS OF THE RAINFOREST". The new menu draws inspiration from a journey supported by

Date 24 June 2026
Subject Two Michelin stars for THE CLOUD by Käfer at BMW Welt.
Page 2

the BMW Group, during which chef de cuisine Jens Madsen travelled deep into the Amazon region. There, he immersed himself in ancestral techniques, indigenous produce and a deeply respectful approach to resources. At THE CLOUD by Käfer, he translates these impressions into a distinctive culinary signature – characterised by local ingredients, masterful execution and a profound respect for origins and context.

The fine-dining experience at THE CLOUD by Käfer is complemented by exclusive services offered by BMW Welt – the so-called “BMW Welt Signatures”. These include a private shuttle service in a BMW 7 Series across the Munich area, valet parking and the opportunity to book an exclusive guided tour of BMW Welt.

The team at THE CLOUD by Käfer has already received several distinctions this year. Jens Madsen was recognised for his vision by German-language restaurant guide “Der Große Guide” as Best Newcomer. Culinary magazine “DER FEINSCHMECKER” also named sommelier Luigi Pecchia among Germany’s most promising young talents in its “Top 30 Under 30” special. THE CLOUD by Käfer at BMW Welt also featured in the “Condé Nast Traveller Hot List 2026” as part of a highly international and creative selection of restaurants.

If you have any questions, please contact:

BMW Group Corporate Communications

Lisa Meindl
Spokesperson BMW Museum and BMW Welt
Telephone: +49-89-382-31668
Email: lisa.meindl@bmw.de

Simone Bauer-Linster, Communications BMW Welt
Telephone: +49 151 601 414 52
Email: Simone.Bauer-Linster@bmw.de

Internet: www.press.bmwgroup.com/deutschland
E-Mail: presse@bmwgroup.com

About Käfer

In October 2012, the world of Käfer arrived at BMW Welt, where it operates the CooperS bistro, the Biker’s Lodge café, the Bavarie restaurant, and the fine-dining restaurant THE CLOUD by Käfer. Käfer developed a bespoke culinary concept for this new partnership, designed to cater to the diverse visitor groups frequenting Bavaria’s most popular attraction. From BMW Welt staff and customers collecting

Date 24 June 2026
Subject Two Michelin stars for THE CLOUD by Käfer at BMW Welt.
Page 3

their new cars to Munich families, international tourists, and discerning gourmets, the various dining venues offer a wide range of options to suit every taste. Particular emphasis was placed on ensuring that regional and international elements—befitting the Munich-based brands BMW and Käfer—go hand in hand to create a unified concept rooted in sustainability.

About BMW Welt

With its iconic, award-winning architecture, BMW Welt is one of Bavaria's most visited attractions and symbolizes the BMW Group's innovative strength. Since its opening in 2007, it has welcomed over 2 million visitors annually. Together with the BMW Museum and BMW Group Classic, it forms an important part of the brand experience in Munich.

BMW Welt unites all BMW Group brands – BMW, BMW M, MINI, Rolls-Royce Motor Cars, and BMW Motorrad – under one roof. Visitors will find exhibitions and brand presentations and can pick up new vehicles in a unique setting. Since its opening, more than 280,000 vehicles have been delivered.

The event program includes a year-round program of cultural, artistic, sporting, and entertainment events. BMW Welt's spaces are also available for external events. The offerings are complemented by guided tours, product consultations, and the educational program at THE CAMPUS for children and families. Several restaurants, including the fine-dining restaurant THE CLOUD by Käfer, provide culinary options.

Facebook: [facebook.com/bmw.welt](https://www.facebook.com/bmw.welt)

Instagram: [instagram.com/bmwwelt/](https://www.instagram.com/bmwwelt/)

Newsletter: www.bmw-welt.com/de/footer/metanavigation/newsletter.html

Website: www.bmw-welt.com

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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

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

Facebook: <https://www.facebook.com/bmwgroup>