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Gaggenau, official partner of The World Restaurant Awards takes centre stage in Paris.

Paris/Munich, February 2019: Gaggenau, the luxury brand for professional-grade home appliances, introduced its new initiative, 'Respected by Gaggenau', during the inaugural 'The World Restaurant Awards'. The prestigious night of sophistication and culinary excellence took place at the Palais Brongniart in Paris on 18th February, and was attended by over 600 industry luminaries, including Michelin-starred chefs, leading restaurateurs and global VIPs.

The World Restaurant Awards comprised of 18 categories, divided into 12 'Big Plates' and 6 'Small Plates'. The nomination process was undertaken by an esteemed judging panel of world-famous chefs including Elena Arzak, Massimo Bottura, David Chang, Hélène Darroze, Daniel Humm, Dan Barber, René Redzepi, Ana Roš and Yotam Ottolenghi, alongside a respected line-up of culinary media and influencers.

Before the awards show, Gaggenau unveiled a dramatic 10 by 6 metre interactive installation that reflected the brand's heritage and introduced the 'Respected by Gaggenau' initiative. This represents Gaggenau's support of the producers and craftspeople who retain skilled techniques and traditional methods to achieve a superior product. The installation was inspired by the traditional market plaza – a pillar of social life, the soul of a town and the heart of culinary culture. The design concept was co-developed with the brand agency Lime Creative and the Munich architect's office 1zu33, who brought the installation to life. The iconic Gaggenau 'cuckoo clock' served as an impressive backdrop for the plaza whilst imposing 10 metre tall trees, typical of Germany's Black Forest region where the company was founded in 1683, adorned the perimeter.

Guests at the awards ceremony were encouraged to wander through the market plaza where they interacted with authentic produce and were presented with stories of farmers, bakers and craftspeople who retain the labour intensive, highly skilled techniques and traditional methods that, when combined, achieve a superior product.

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This included the producers Eric Roy near Tours and Perrine et Étienne Schaller of Les Agrumes Bachès, all curated and sourced by Gaggenau.

The 'Respected by Gaggenau' initiative will see the brand work with global curators – such as world-leading chefs, Michelin-starred restaurants, farmers and masters of wine – to identify, recognise and support independent producers that are doing exceptional things; from rearing rare and endangered breeds, through to excellence in produce and traditional crafts. These exceptional people will receive official recognition with the mark of approval, 'Respected by Gaggenau'. This affords them opportunities to be a part of Gaggenau's high profile global events as recognised partners.

This forward-thinking initiative was announced ahead of The World Restaurant Awards at a champagne and caviar breakfast held at the Gaggenau Paris showroom, attended by culinary industry insiders including food critics Tom Parker Bowles and Miguel Pires, and world-renowned chefs Isaac Carew, Kylie Kwong, Dan Barber and Alex Atala. Gaggenau served caviar from caviar house, Kaviari and Laurent Perrier Ultra Brut Champagne.

Sven Schnee, Head of Global Brand Gaggenau, commented: "The ethos of 'Respected by Gaggenau' is completely aligned with that of The World Restaurant Awards, so it was important to announce our initiative there. The story of the ingredients that the chefs nominated in The World Restaurant Awards use, is of paramount importance. They are seeking the finest produce so they can create inspiring dishes. We feel that through our appliances, we enable Gaggenau owners to do the same. This is why we are celebrating the producers, makers and craftspeople. We want Gaggenau owners to discover these unsung heroes of the culinary scene and provide access to the extraordinary."

As the official 'Luxury Kitchen Appliance Manufacturer Partner' of The World Restaurant Awards, Gaggenau appliances were used throughout the esteemed event. Winners of each category were presented with a magnum of Laurent Perrier champagne from Gaggenau's Vario wine climate cabinets 400 series. Manu Buffara,

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Juan Arbaleaz and Margot Janse from The World Restaurant Awards judging panel collaborated with Singaporean chefs Justin Quek, Alex Pang and Cheryl Koh to create three exclusive dishes for the post-awards party. The dishes were created using Gaggenau Vario flex induction cooktops and induction woks, supported by downdraft ventilation 400 series.

Award winners on the night included: Wolfgat, Lido 84, La Mère Brazier, Noble Rot, Alain Ducasse and Ballymaloe House.

Karsten Ottenberg, Gaggenau Partner Advisor, adds: "The inaugural World Restaurant Awards has honoured those who contribute only the best to our international culinary landscape, a principle which Gaggenau also follows. We congratulate the winners of each category and also those who were included on both the long list and short list. We look forward to developing our partnership with The World Restaurant Awards in 2019 and beyond."

Notes to editors

Gaggenau is a manufacturer of high-quality home appliances and acknowledged as an innovation leader in design and technology "Made in Germany". The company, with a history dating back to 1683, has revolutionised the domestic kitchen with its internationally acclaimed products. Gaggenau's success is founded on technological innovation and a clear design language combined with high functionality. Gaggenau has been a subsidiary of BSH Hausgeräte GmbH in Munich since 1995 and is currently represented in more than 50 countries with 24 flagship showrooms in major cities around the world.

The difference is Gaggenau.

www.gaggenau.com

Instagram (@gaggenauofficial)

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Gaggenau, official partner of The World Restaurant Awards takes centre stage in Paris – captions.

01 The Black Forest is brought to Paris.

The market plaza with the backdrop of the iconic Gaggenau cuckoo clock and 10 metre high trees, typical of Germany's Black Forest region.

02a Authentic produce presented at the Gaggenau market plaza installation.

Authentic produce was presented with stories of craftspeople who retain intensive, highly skilled techniques and traditional methods to achieve a superior product.

02b Authentic produce presented at the Gaggenau market plaza installation.

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02c Authentic produce presented at the Gaggenau market plaza installation.

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03 A spectacular evening uniting culinary greats from across the world.

Over 600 international world renowned chefs and culinary insiders all under one roof at the launch of The World Restaurant Awards.

04 Gaggenau appliances on full display – Vario cooktops 400 series.

Collaboration dishes between World Restaurant Awards judges and Singaporean culinary talent were prepared on Gaggenau Vario flex induction cooktops and induction woks 400 series.

05 The World Restaurant Awards winners Off-Map Destination and Restaurant of the Year Winner.

The official winners of the World Restaurant Awards 2019 Wolfgat Chef Kobus van der Merwe from South Africa wins the prestigious Restaurant of the Year Award.

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06 Gaggenau showing respect to skilled craftspeople.

Kaviari explains their eco-responsible approach to farming of the endangered sturgeon during a caviar tasting session.

07 Introduction of the 'Respected by Gaggenau' initiative.

Head of Global Brand Gaggenau, Sven Schnee explaining the brand's 'Respected by Gaggenau' initiative to a captive audience.

08 World renowned chef exploring the Gaggenau showroom in Paris.

Isaac Carew discussing the 'Respected by Gaggenau' initiative within the setting of the showroom.

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