

Press release

Date
12.01.21

Page
1/4

Gaggenau announces the shortlist for the Respected by Gaggenau 2021 initiative.

Munich, January 2021: Gaggenau, the luxury brand for professional-grade home appliances, announces the final fifteen shortlist of culinary, viniculture and design artisans who are eligible for the coveted Respected by Gaggenau 2021 accolade. The accolade is a commitment from Gaggenau to support and collaborate with artisans who value quality above all else. From farmers preserving rare breeds, to craftspeople hand-making exceptional products; Gaggenau will shine a light on their craft and introduce them to the brand's own customer base of high-net-worth individuals.

The shortlist was determined following a rigorous process, which saw an esteemed collective of key opinion leaders from across Europe, measure the artisans against criteria aligned to Gaggenau's brand values. The nominations were assessed by a global curator board, led by Gaggenau's Managing Director Dr. Peter Goetz, who agreed on the final 15 entrants that complete the shortlist.

The Respected by Gaggenau 2021 shortlisted nominees are:

Culinary:

Carroll's Heritage Potatoes (England)

Crusta Nova – Dr. Fabian Riedel (Germany)

Mancini Pastificio Agricolo (Italy)

Mieli Thun (Italy)

Salumi Bettella (Italy)

Viniculture:

Albury Organic Vineyard (England)

Domaine Lise et Bertrand Jousset (France)

Elias López Montero (Spain)

Eva Fricke (Germany)

Juan Carlos Sancha (Spain)

Press release

Date
12.01.21

Page
2/4

Design:

Apparatu (Spain)

e15 – Philipp Mainzer (Germany)

Hering Berlin – Stefanie Hering (Germany)

Københavns Møbelsnedkeri (Denmark)

Matti Klenell and Nationalmuseum (Sweden)

From this prestigious list, three artisans – one from each discipline – will be chosen as the Respected by Gaggenau 2021 accolade recipients and become an official global brand partner. They will each receive a promotional package to support their business, including videography and photography created by Gaggenau, which showcases their craft and introduces them to the brand's discerning owners and admirers.

The three recipients will be announced in March 2021.

The Respected by Gaggenau 2021 curators are:

Andoni Luis Aduriz (Spain)

Anna Morelli (Italy)

Arne Hjeltnes (Norway)

Christian Jürgens (Germany)

Cyrus Todiwala OBE (UK)

Darius Sanai (UK)

Francesca Sarti (Italy)

Gianni Sinesi (Italy)

Hanna Nova Beatrice (Sweden)

Hans Petter Smeby (Norway)

Hendrik Müller (Germany)

Isabel Martinez-Cosentino (Spain)

Luigi Taglienti (Italy)

Marc Haeberlin (France)

Press release

Date
12.01.21

Page
3/4

Mette Barfod (Denmark)
Mikaël Grou (France)
Nicolas Machard (France)
Patrick Jouin (France)
Ralf Frenzel (Germany)
Santiago Lastra (UK)
Sarah Abbott MW (Global)
Serge Dubs (France)
Stefan Nilsson (Sweden)
Sven Baacke (Global)
Tilla Goldberg (Germany)
Tohru Nakamura (Germany)
Tom Parker Bowles (Global)

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)

Pinterest (/gaggenau_)

YouTube (/gaggenauofficial)

Vimeo (/gaggenauofficial)

LinkedIn (/gaggenau.)

Press release

Date
12.01.21

Page
4/4

**Gaggenau announces the shortlist for the Respected by Gaggenau 2021 initiative
– caption.**

**01 Gaggenau announces the shortlist for the Respected by Gaggenau 2021
initiative.**

Gaggenau announces the final fifteen shortlist of culinary, viniculture and design artisans who are eligible for the coveted Respected by Gaggenau 2021 accolade.

For more information, imagery or interview opportunities, contact:

Stephanie Chen

Stephanie.chen@bshg.com

Tel: +44 7785 253700

Daniel Alexis-Rochefort

dan@limecreative.com

Tel: +44 207 378 3456

Natasha Finn

tash@limecreative.com

Tel: +44 207 378 3465