

Press release

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Gaggenau announces its third international Sommelier Awards.

Munich, May 2018: Gaggenau, the luxury brand for professional-grade home appliances, is delighted to announce the arrival of its third, biennial international Sommelier Awards; due to take place in the revered, cultural metropolis of Beijing, Mainland China, from 16th – 17th October 2018.

Following a series of national heats, the winners are automatically entered into the global finals, in Beijing. Candidates from Greater China, France, South Africa, Sweden, Switzerland and the UK, will vie for the opportunity to be named winner of the international Gaggenau Sommelier Awards 2018.

The final six candidates will be challenged by an illustrious judging panel, and the event will be closely scrutinised by a line-up of world-wide media. The winner of the Awards will receive official status as a global Gaggenau cultural ambassador, alongside an additional prize – due to be announced in the coming months.

The location selected for the Awards, Beijing, lays claim to a longstanding cultural heritage spanning over 3,000 years. In addition, China is fast becoming a serious contender within the global wine market. In light of this, Beijing offers the perfect stage to present Gaggenau's third biennial international Sommelier Awards, and provides an opportunity to highlight China's rapid progression, as an established wine producing country.

Sven Schnee, Head of Global Brand Gaggenau, commented: "We are delighted to be announcing the third edition of our international Sommelier Awards; further cementing our dedication and contribution to educating young wine aficionados from all over the world. In addition, we are thrilled to be hosting the awards in China. With an impressive history in producing wine and an emerging sommelier culture, the choice of Beijing aligns perfectly with the brand's ambition to cultivate a landscape where the art of wine connoisseurship can thrive."

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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 22 flagship showrooms in major cities around the world.

The difference is Gaggenau.

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Gaggenau announces third international Sommelier Awards – caption.**01 Gaggenau announces its third international Sommelier Awards.**

The third, biennial international Sommelier Awards will take place in Beijing, Mainland China, from 16th – 17th October 2018.

For more information, imagery or interview opportunities, contact:

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