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**Dynamic French Sommelier victorious in Gaggenau's Sommelier Awards 2018.**

**Beijing/Munich, October 2018: Gaggenau, the luxury brand for professional-grade home appliances, is proud to announce Mikaël Grou from France has been crowned winner of the third biennial international Gaggenau Sommelier Awards. Mikaël fought for his place against five other young, up and coming sommeliers who had all qualified for a shot in the final following a six month global competition. Finalists from France, the Region of Greater China, South Africa, Sweden, Switzerland, and the United Kingdom headed to Beijing to battle it out for the coveted international title.**

At the final, the sommeliers competed against one another in tasks that tested their knowledge, skill, ability and flare. In the evening, a celebratory gala dinner at the Red Brick Art Museum, hosted by the acclaimed Michelin-starred Taiwanese chef André Chiang, was attended by more than 150 industry influencers from across the world.

The judging panel monitored and appraised the sommeliers throughout a series of demanding tasks, including a wine tasting, service and food pairing exercise, identifying mistakes in a wine list test, and placing wines at their correct temperature into the newly launched Gaggenau Vario wine climate cabinet 400 series.

The panel consisted of the President of the Austrian Sommelier Association, Annemarie Foidl; Master of Wine, Sarah Abbott; China's first and only Master Sommelier and Corporate Director of Wine for Shangri-La Hotels and Resorts, Yang Lu, and Head of Global Brand Gaggenau, Sven Schnee. All of them agreed that this year's competition included the highest calibre of young sommeliers in the event's history.

Sven Schnee, Head of Global Brand Gaggenau, commented: "We began the journey of the Gaggenau Sommelier Awards with a view to celebrating the art of viniculture and to provide a platform for rising stars to truly showcase their talent. Every year that we have hosted these awards Gaggenau has absorbed and shared so much knowledge

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and understanding of culinary culture, not only that of wine but also the sensorial journey one takes throughout the experience available to those who know its value. As this knowledge has evolved over time, so too have we, as a contributor to the future landscape of viticulture.

"We are proud of our contestants and their achievements so far and we are especially delighted to have been given the opportunity to showcase these great talents here in China – a country which lays claim to an opulent history in the art of wine making."

Emma Ziemann of Sweden came second in the coveted awards with Davide Dellago, representing Switzerland, taking third place.

The winner and runners-up of the Gaggenau Sommelier Awards 2018 take home trophies created by leading Chinese designer, Jamy Yang. The winner will, in addition, receive a special sommelier training and master class at one of Europe's top wine establishments and the title of Global Brand Ambassador for Gaggenau.

Gaggenau hosted its Sommelier Awards final in Beijing to celebrate the city's more than 3000 years of cultural heritage and China's rapid progression as an established wine producing country. Business in the region has grown exponentially in recent years. Since 2008 the brand has opened four flagship showrooms in Beijing, Chengdu, Guangzhou and Shanghai. Forthcoming landmark projects include several superior apartment complexes: The One Park; The Yunjin Oriental; The Star River; The Huangpu bay building in cooperation with Fulai; the East Oriental Star River and Green Town developments. These apartments boast over 2000 luxury apartments fitted with Gaggenau appliances.

### **Notes to editors**

About the Gaggenau Sommelier Awards – The Gaggenau Sommelier Awards was initiated to promote the brand's links to viticulture and designed to discover and celebrate burgeoning young talent from around the world and provide them with a global stage to hone their skills.

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André Chiang's menu highlights included fois gras jelly with black truffle coulis with chives; chargrilled wagyu with barley granola and black garlic tapenade; Sichuan jelly with mixed wild berries.

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.

[www.gaggenau.com](http://www.gaggenau.com)

Instagram (@gaggenauofficial)

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### **Gaggenau Sommelier Awards 2018 – captions.**

#### **01 Gaggenau Sommelier Awards 2018 – Mikaël Grou from France crowned winner.**

Gaggenau, the luxury brand for professional-grade home appliances, is proud to announce Mikaël Grou from France has been crowned winner of the third international Gaggenau Sommelier Awards.

#### **02 Gaggenau Sommelier Awards 2018 – The winner and runners up.**

The crowned finalist, Mikaël Grou from France, pictured with second place runner up, Emma Ziemann of Sweden and third place, Davide Dellago, representing Switzerland.

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**03 Gaggenau Sommelier Awards 2018 – The finalists.**

The final six contestants – Mikaël Grou, Emma Ziemann, Kevin Lu, Zareh Mesrobyan, Davide Dellago, Joakim Blackadder (from left to right).

**04 Gaggenau Sommelier Awards 2018 – Members of the jury.**

President of the Austrian Sommelier Association, Annemarie Foidl; Head of Global Brand Gaggenau, Sven Schnee; Master of Wine, Sarah Abbott; and China's first and only Master Sommelier, Yang Lu.

**05 Gaggenau Sommelier Awards 2018 – The finals.**

At the final, the sommeliers competed against one another in tasks that tested their knowledge, skill, ability and flare.

**06 Gaggenau Sommelier Awards 2018 – Michelin-starred chef André Chiang.**

The gala dinner at Beijing's Red Brick Art Museum – guests will enjoy a six course menu created by the celebrated Michelin-starred Taiwanese chef, André Chiang.

**07 Gaggenau Sommelier Awards 2018 – The gala dinner.**

Guests enjoy the festive evening programme with Chinese culinary delights and fine wine in the beautiful surroundings of Beijing's Red Brick Art Museum.

**For more information, imagery or interview opportunities, contact:**

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