

PRESS RELEASE



eat&STYLE – Germany’s biggest food festival invites to discover cooking, baking and trends in 2016 again.

Hamburg, 12.10.2016 – The eat&STYLE is Germany’s biggest food festival with over 85,000 visitors. In addition to Munich, Hamburg and Stuttgart, Düsseldorf is getting in line this year to be a host city. Interactive workshops, “cooking” live shows and the various exciting themed areas address all those who are interested in cookery trends and indulgence. Renowned top chefs and gastronomy professionals vividly present how visitors can take home “eat&STYLE”. In the exhibition area, one can find small enterprises presenting their homemade delicacies as well as regional specialities and international top brands.

The speciality of **eat&STYLE**: In the various workshops and seminars, visitors receive insider tips shared by popular top chefs and discover food inspirations together with professionals from the gastronomy scene. There is a total of around 10,000 participant-slots available in all of the four locations together.

Culinary passions in all its diversity: the themed areas

The **eat&STYLE**’s various themed areas allow visitors to put together a programme tailored to their very own interests and to experience culinary art in all its facets:

MIELE KÜCHENTRICKS

At Miele Küchentricks, visitors cook like and with the professionals. Side by side with renowned chefs such as Heiko Antoniewicz or Pistole they slice, chop, roast, boil and even taste, of course. Particularly meat eaters are highly entertained here, but even flexitarians and vegetarians get their money’s worth or even develop a taste. For those in a hurry, Food-Designer Ronny Loll offers “15 kitchen tricks in 30 minutes”.

MIELE SOUS-VIDE KÜCHE

The theme Sous Vide is presented in an independent area for the first time. Here, visitors learn from the Miele Tafelkünstler how they can work with this particularly gentle method of vacuum cooking.

MIELE BACKSTUBE

At the Miele Backstube, baking expert Véronique Witzigmann, world champion confectioner Andrea Schirmaier-Huber and expert Ronny Loll dwell not only on the sweet side of life – besides Cupcakes& Co. sour dough and soufflé are part of the baking programme as well.

Organiser:

FLEET FOOD Events GmbH
Zirkusweg 1
20359 Hamburg
Tel.: +49 40 66 906 900
Fax: +49 40 66 906 800
E-Mail: info@eat-and-style.de
Website: www.eat-and-style.de

Press contact:

Daniela Scherbring
agentur im boot
Tel.: +49 (0) 40 / 64 63 55 22
Mobil: +49 (0) 163 / 47 11 966
E-Mail: eatandstyle@agenturimboot.de

Download:

www.eat-and-style.de/presse
For press releases

PRESS RELEASE



MEN'S WORLD ACADEMY

In the Men's World Academy there is cooking without the trappings, but rather with plenty of strong know-how. This themed area is devoted to meat – and that to its last detail. On the first day of every event, a quarter of beef is carved into special cuts in the “men's butcher shop”. These cuts are processed in the Men's World Academy's workshops on the following event days. The background to this action is an appeal for a conscious, holistic handling of food.

WINE&STYLE PRESENTED BY DWI (German Wine Institute)

In the workshops of **wine&STYLE** Master sommelier Romana Echensperger takes visitors along on a tour of flavours through the world of wine. In collaboration with the German Wine Institute, interesting wine-food combinations are presented as well as regional wine-growers, top wines at fair prices and much more.

WALK OF COFFEE

Good coffee – even without caffeine – makes its fans' hearts beat faster. The Coffee-Guides share this passion with the visitors of the **eat&STYLE** in a 90-minute workshop, which covers the coffee's entire journey from the plantation through the filter and into the jar - samples included.

TRENDKITCHEN

Needless to say, one can also “taste” trends at the **eat&STYLE** – that is what the TrendKitchen is for. In Düsseldorf and Hamburg, visitors can put together a menu from the best restaurants of their city or their region and experience an adventure of true flavours.

FOOD-TRUCKS

In Stuttgart and Munich, food trucks show how creative, high-quality and varied snacks from mobile kitchens can be.

Key word “Handmade” – the exhibitors of eat&STYLE

Artisanal, hand-made delicacies from small manufactories – and the best of popular brands: At the Marktplatz of the **eat&STYLE**, visitors find indulgence from savoury to sweet, from coffee to soda, from fruits to meat. International specialities such as Japanese wagyu, Spanish paella and Bulgarian sheep rearing can be found here as well as several regional exhibitors.

Organiser:

FLEET **FOOD** Events GmbH
Zirkusweg 1
20359 Hamburg
Tel.: +49 40 66 906 900
Fax: +49 40 66 906 800
E-Mail: info@eat-and-style.de
Website: www.eat-and-style.de

Press contact:

Daniela Scherbring
agentur im boot
Tel.: +49 (0) 40 / 64 63 55 22
Mobil: +49 (0) 163 / 47 11 966
E-Mail: eatandstyle@agenturimboot.de

Download:

www.eat-and-style.de/presse
For press releases

PRESS RELEASE



The eat&STYLE at a glance:

The dates:

NEW: 1st – 3rd October 2016 – Düsseldorf, Schmiedehalle, AREAL BÖHLER

28th – 30th October 2016 – Munich, Zenith – Die Kulturhalle

11th – 13th November 2016 – Hamburg, Schuppen 52

18th – 20th November – Stuttgart, Messe Stuttgart Hall 7

Organiser:

FLEET FOOD Events GmbH
Zirkusweg 1
20359 Hamburg
Tel.: +49 40 66 906 900
Fax: +49 40 66 906 800
E-Mail: info@eat-and-style.de
Website: www.eat-and-style.de

For more information visit www.eat-and-style.de or
www.facebook.com/eat.and.stye.foodfestival

Press contact:

Daniela Scherbring
agentur im boot
Tel.: +49 (0) 40 / 64 63 55 22
Mobil: +49 (0) 163 / 47 11 966
E-Mail: eatandstyle@agenturimboot.de

Download:

www.eat-and-style.de/presse
For press releases