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## Press release

# Berlin Cuisine inspires gastro jury Caterer of the Year 2017 comes from Berlin

Cologne – The trade magazine [Catering Inside](#) chose the winners of their annual catering competition in the Flora in October. In the category “event concepts”, the catering newcomer [Berlin Cuisine](#) triumphed with their concept “THE TASTE”. In addition to new, internationally inspired taste sensations, smart “DIY” offers guests the opportunity to refine their food according to their own tastes.

### **Taste sensations of sweet, sour, salty, bitter, umami and spicy**

The managing director of Berlin Cuisine, [Max Jensen](#), creates memorable moments at events throughout Germany with his company. Here not only are the flavours themselves crucial – the guests must always be presented something new, something they've never tried before. This is how the idea arose of a food concept that reinterprets the existing flavours sweet, sour, salty, bitter, umami and spicy. The young team headed by Chef Rio Leonhardt created six dishes. Each dish stands for one flavour and puts this flavour in a new, unconventional context. “A task that was extremely fun. Creative and spectacular cooking is the passion that drives us day in day out,” says Rio Leonhardt.

### **Taste from six continents**

Berlin Cuisine values regional products in their catering, yet the chefs always strive to delight the guests with an international flair. That’s why each of the dishes came from one of the six continents in the world. Meat ceviche from South America, salmon cooked in a salty crust from North America, and a spectacular dessert from Africa made with liquid nitrogen were all on the menu of “THE TASTE”.

### **Smart DIY for every event**

Berlin Cuisine strives to be Germany’s most innovative caterer. For this reason, Max Jensen always gives his concepts an individual touch. “In my experience as a chef

**Berlin Cuisine Jensen GmbH**  
Beusselstraße 44 N-Q Haus 25 / 10553 Berlin

T +49 30 60 98 97 86 0 / F +49 30 60 98 97 86 9  
info@berlin-cuisine.com / www.berlin-cuisine.com

**Max Jensen**  
Founder / CEO

M +49 176 22 65 88 70  
max.jensen@berlin-cuisine.com

**Niklas Babel**  
Public Relations

M +49 170 661 22 22  
niklas.babel@berlin-cuisine.com

and host, I know that food tastes best for the guest if he or she has contributed to it". The creative minds of Berlin Cuisine therefore integrated so-called "edible walls", which are stocked with fresh herbs. The guest can thus give the six dishes their own style and become familiar with the herbs by smelling, tasting and touching them. The edible walls also act as a decorative element, giving each event a lively character. For the company, which was founded in 2012 and has already catered for the chancellor's election debate, Hertha BSC and the Berlin Food Week, this award is another important step, says Max Jensen. "Cooking to perfection every day is our passion, we strive to create unforgettable brand experiences. With catering concepts such as "THE TASTE" we can do both and stay hungry for further success!"

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*About Berlin Cuisine:*

*Taste is always contemporary. Standard was yesterday. Founded in 2013, Berlin Cuisine is a fast-growing catering company that reinvents taste every day. Berlin Cuisine works closely with clients to ensure their absolute satisfaction, demanding uncompromising quality and efficiency. Contemporary taste and contemporary service mean perfect service – before, at and after the event. With "MyMenu - the Digital Menu", Berlin Cuisine is a pioneer of digitization in the catering industry. The web app allows clients to individually customize the food at every event for the preferences and intolerances of the guests.*

**Berlin Cuisine – Contemporary Taste.**

Max Jensen (Founder / CEO)  
Niklas Babel (Head of Digital + Public Relations)  
[media@berlin-cuisine.com](mailto:media@berlin-cuisine.com)

Berlin Cuisine Jensen GmbH  
Beusselstraße 44 N-Q Haus [25 / 10553](#) Berlin  
T [+49 30 60 98 97 86 0](tel:+4930609897860) / F [+49 30 60 98 97 86 9](tel:+4930609897869)  
[info@berlin-cuisine.com](mailto:info@berlin-cuisine.com) / [www.berlin-cuisine.com](http://www.berlin-cuisine.com)