



“The only way to safeguard our future is to pass on our knowledge and skills to our children.”

Jürgen Mädger,
Founder of the European Mini Cooks' Project



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JOY, PRIDE AND KNOWLEDGE

The European Mini Cooks' Project is an exceptional endeavor – a non-profit organization that aims to substantially change the approach of children and families to nutrition. Since 1989, the European Mini Cooks' Project has been immersing participants into a two-year program that introduces them to the entire food production cycle – from the cultivation of plants to the harvest to the preparation of foods and food service. As a result, participants also develop a higher level of nutritional and dietary awareness.

The program is indeed a fun experience packed with riveting adventures for the children – thanks to the highly professional mentors and the unique opportunity to participate in these real life adult career settings. The joy and pride they feel as European Mini Cooks are evident in their eagerness, the smiles on their faces and their serious commitment to the program.



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INTRODUCTORY NOTES



Countess Bettina Bernadotte,
Managing Director of the Mainau GmbH
and Patroness of the European Mini Cooks' Project

Tasty, healthy and home made by the European Mini Cooks

Yum... freshly picked raspberries... let's come up with a wonderful concoction for dessert! Where do all the ingredients we cook with come from? How do I set a festive table for a family celebration? For more than a quarter of a century, the European Mini Cooks' Project has been answering these and many other questions raised by the children who participate in the program. Since its foundation, the organization has established numerous regional groups all over Europe. The little "chefs" are very enthusiastic as they cut, chop, sear and serve a wide range of foods while being immersed into the theory and practice of culinary arts as well as dining.

I have had the pleasure of being part of the European Mini Cooks' Project as its Patroness since 2002. Every time I am scheduled to meet with one of the regional groups, I am not only looking forward to a virtual cornucopia of delicious preparations, but I am just as excited to see all the enthusiasm these children have for our food, and as a consequence how environmentally aware and committed to the regional value chain they are. I especially love to hear their personal success stories because some of the former Mini Cooks now actually are professional chefs.

Along with everyone else who is involved in this Project, whom I would like to express my sincere gratitude to, I am looking forward to my continued participation in the European Mini Cooks' Project.

"Health ensured by proper nutrition in an intact environment"

– what I advocated for in a completely pragmatic manner free of ideologies some 25 years ago and referred to as "St. Bartholomew's Theory of Three Pillars" can be summed up as nothing less than topics we find ourselves confronted with on a daily basis: Mobility, the environment, energy, ecology as well as regional issues, nutrition, health and our place in society. The career options available in the hospitality and food industry provide an optimum foundation to interlink these topics so that we can familiarize our children with them in theory and practice. Integrated directly into an actual business and the community of the Mini Cooks, they acquire many other competences and experiences that will prove helpful for them as they mature; for instance also when they apply for apprenticeships.



Jürgen Mädger,
Founder of the
European Mini Cooks' Project

THE EUROPEAN MINI COOKS' PROJECT IN A NUTSHELL

Restaurateurs who are passionate about the Project establish a regional group and open their kitchens and restaurants to participating children for two whole years. They have the option to manage the group consisting of about 24 children as an individual operation or they can form a self-initiative-based alliance with other businesses on the county level. In the interim, the number of schools participating in the Project with complete Mini Cooks' Classes is also growing.

During the monthly meetings, children aged 10 and 11 learn about the core competences of a modern restaurant operation and are familiarized with the entire nutrition cycle. Other experts, businesses and producers serving the industry also support the program.

The organizational fee for each child is EUR 150 for the duration of the project. Sponsors, patrons and restaurants fund all other costs, including those for activity days and excursions. This also includes the provision of a chef's coat for each child and a set of culinary tools.

Upon conclusion of the Project, participants have to pass a theoretical exam hosted by the Chamber of Commerce, which certifies the participation in a two-year career preparation seminar uniformly accredited and valid in all of Germany.

A graduation gala event is hosted to extensively celebrate this achievement with the participants' parents and invited guests. The highlight of the event is the multi-course dinner prepared and served by none other than the Mini Cooks.



Jürgen Mädger explains the next work steps to the Mini Cooks at the Intergastra in Stuttgart, Germany

THE EUROPEAN MINI COOKS

REGIONAL GROUP ORGANIZATIONS AND PROCESSES



The Bolsinger siblings are making a collage called “The Nutritional Cycle” from newspaper clippings for their theory class

The program targets children who are 10 and 11 years old who have a desire to become excellent cooks and who are also eager to learn how to consciously interact with the environment and acquire nutritional awareness through hands-on experiences. Under the professional guidance of their mentors, who are chefs and with the assistance of nutritional scientists as well as trained service staff, the children receive instructions during 20 monthly meetings and other theoretical and practical events. The exposure literally whets their appetites for careers in the food service industry.

Kids who attend this program will likely also bring home what they have learned – such as conscious nutrition and responsible ways to handle food, interact with nature and the environment, so that their parents, siblings and friends also reap benefits while the children themselves evolve into mature consumers.

Under the direction of an experienced restaurateur, the Mini Cooks meet in regionally organized groups consisting of 20 to 24 children once a month at the restaurateur’s venue over a period of two years. The groups are divided into service and kitchen crews and learn the most essential food service industry fundamentals. Wearing the garb of true master chefs, they prepare regional specialties as well as other delectable dishes and serve them. Of course they also get to treat their own palates to their creations in the end.

Participants receive complimentary professional chef’s outfits including a chef’s jacket, kerchief and a baseball cap. The Mini Cook’s briefcase containing a chef’s knife, a spaetzle board with cutting knife, vegetable peeler and apple corer as well as a fabric side towel is also provided free of charge and participants get to keep the equipment after two years when they graduate.

During activity meetings that focus on different areas of interests, the children visit organic farming operations. All regional groups also have their own farmer's garden, where they and their families plant, care for and harvest their own crops. Instilling a greater awareness of nature, the environment and foods in the children is one of the most important components of the Mini Cooks' program.

Moreover, each regional group receives support from a regional patron who is involved in politics or a business on location. Thanks to the involvement of numerous sponsors and especially because of the volunteer work and donations contributed by the restaurateurs, the organizational fee each child has to pay is just EUR 150.00 for the entire two-year Project. The materials, food and beverages for the participants do not cost them anything. Their parents also do not incur any additional expenses for larger events that include overnight accommodations. Hence, the Project is attractive for all members of society.

Upon conclusion of the Project, participants have to pass a theoretical exam hosted by the Chamber of Commerce, which certifies the participation in a two-year career preparation seminar uniformly accredited and valid in all of Germany. A graduation gala event is hosted to celebrate with the participants' parents and the sponsors.

The Mini Cooks are frequently also coveted hosts of festive banquet dinners and prestigious events. The local and regional press covers these events extensively. However, many of them are national and international celebrations. The respective regional groups eventually establish themselves as well-known and much appreciated participants in community activities.

A growing number of schools are expanding their curriculums for youngsters and organize Mini Cooks Classes that complete the Project as separate regional groups.

First and foremost, the Mini Cooks learn from practical experiences based on the proven "VENÜ" (German acronym for *Vormachen, Erklären, Nachmachen, Üben*, which means Show, Explain, Emulate, Practice). The kids are also taught how to assume responsibility for their own actions and how to contribute to the success of the team effort.

The team leader awards chef's jacket buttons in different colors; specifically green, gold and sometimes red to inspire work ethics in the young "chefs." The resulting competitive spirit also prompts the kids to motivate each other.

The "home office" of the European Mini Cooks Project is located in Swabia, in the hilly region called the "Ostalb" in the town of Bartholomä, the domicile of Mini Cooks' founder Jürgen Mädger.



The food pyramid is taught in a child-oriented way

TWO YEARS OF IMMERSION INTO THE GASTRONOMIC CULTURE

WHY IT COUNTS

Gastronomic Culture Course for Children Taught by the Pros

Making sure that children retain all facets of the cultural treasure called “Eating & Drinking”

Given the chance, children become more than good cooks

Discovery, trial and error – the chance to learn from professional mentors for two entire years, embracing challenges and experiencing achievements – being a Mini Cook is so much more for the participating children than just a thrilling adventure. Acquiring qualifications and skills in an environment that pays attention to them, creating gastronomic highlights for guests and visitors in teams or simply taking over the kitchen at home one day to cook a great meal – children at the age of 10 and 11 will seize such opportunities with gusto and will participate enthusiastically.

Mini Cooks – all over Europe

By now, more than 10,000 children have completed the project as participants of about 150 regional groups in Germany, Austria, France, Finland and Switzerland. The international cultural exchange is particularly attractive in the gastronomic field, which is so interesting thanks to the wide range of different foods, customs and traditions.



That's what harvest looks like in the Mini Cooks' garden



Jürgen Mädger explains how to make 'Schupfnudeln', a Swabian dish

Fundamental research covers everything from the seedling to the plate of salad on the table

Under expert guidance, the participants experience hands-on

- Where their food comes from (among other activities, they visit farms, maintain their own farm garden and interact directly with nature and the environment)
- How to use and process farm products
- How such products are prepared in restaurant kitchens
- All of the essential processes in a restaurant or food service establishment
- Cooking as an art form and creative process
- How to set a table professionally
- How to serve food and beverages like a professional
- The responsibilities of each individual working in a team.

The practical experiences are interspersed with classroom teaching of theory to complement what the participants have learned from observation, participation and emulation.

From the big picture to the minute details that make a huge difference

Uncovering exciting topics with playful earnestness rewarded by immediate success:

- Discovering the purity of the basics of life
- Getting to know nature and the environment as a habitat – especially in the home region
- Farms as productive operations and as users of natural resources
- The importance of sustainability
- The flavors of fresh foods and health conscious nutrition in theory and practice
- The nature of the service sector
- Using form and style in food services
- Organizing and preparing for events.

Certified European Mini Cooks will have numerous qualifications that will benefit them in their future careers

The participation in the project will enrich the life of any child even in the long-term because participants:

- Acquire social competences such as social and communication skills, empathy for others and the community as a whole
- Learn practical skills that are so diverse that they can use many of them at home
- Become more assertive individuals who are self-confident and self-accountable
- Are able to put all of their senses to work
- Gain beneficial insights into the work routines of future career options, as well as society in general and the business world, all of which provide valuable capital for the future
- Have the knowledge needed to evolve into mature consumers
- Learn how to embrace challenges and to develop ideas along with solutions
- Experience the achievements possible through their own efforts – regardless of whether they've just delivered a speech, cut vegetables or washed the dishes or experienced the atmosphere of events such as the graduation gala.

Ultimately, every Mini Cook is also an ambassador for nature, the environment, healthful nutrition and the culture of eating and the art of table setting.



...Emma serves her first apple strudel



...the big stage is a great place to “cook”

JÜRGEN MÄDGER

FOUNDER OF THE EUROPEAN MINI COOKS' PROJECT

Jürgen Mädger – A Brief Profile

He is an experienced and passionate restaurateur and hotelier; a man who likes to stay busy and communicate. He considers his profession a calling. He has a special knack for infecting others with his own enthusiasm for keeping nature front and center when preparing foods as well as for instilling his commitment to professional service in those who work for him. One of the products of his level of commitment to healthy nutrition and conscious enjoyment is the European Mini Cooks Project.

Driven by the eagerness to share knowledge and skills with younger generations, he combines the social responsibility he is committed to with the joy he feels when he creates a motivating environment filled with special experiences for children. To that end, the pedagogic concept is limited to the traditional way of passing on knowledge through demonstration and imitation. This may very well be the reason why the Project and its authentic direct approach are so successful.

The “Bartholomä Vacation Camp” hosted in 1989 was the incubator for the European Mini Cooks' Project. The fun he saw the children have and the eagerness they demonstrated when they participated, prompted Jürgen Mädger to make an active investment into the future of our society and to offer children a forum that was perfectly aligned with their needs: the playful practical and theoretical immersion into exciting worlds within a professional frameworks plus the combination of learning with the riveting experience of success.

Today – despite all of our modern digital entertainment options and current dietary habits – the program is as attractive and valuable as it ever was. In fact, it is becoming increasingly relevant because it teaches a diverse range of competences.

The high level of enthusiasm among the Mini Cooks speaks for itself, so there is no need for lengthy explanations.

For Jürgen Mädger, the one thing that makes working with children so unique and motivating time and again

is their straightforward approach to an undertaking: “The only way to safeguard our future is to pass on our knowledge and skills to our children. However, it is simply ingenious to work with children, to see their joy and to watch their eyes



Jürgen Mädger

light up whenever they have accomplished something on their own. No matter how dense the spaetzle noodle may be or how bent a potato cake might turn out. I want to make sure that these children participate in something they truly enjoy and that they stick with the program for two years and maybe complete the program with a desire to apprentice in a vocation – regardless of what they choose.”

Thanks to the support provided by many other people, the Mini Cooks are not just cooking and serving experts: “They learn where the milk comes from before it ends up in the Tetra

Pak waiting to be consumed in the refrigerator; they can make the link between food, the environment and nature; they know which vegetables are considered winter varieties and whether the mouth moves toward the fork or vice versa. Fundamental food knowledge, nutritional awareness and ultimately social competences are also carried into their circle of friends and into their families. Hence, the project extends into many other and even more sustainable areas.”

Many of the frequently handwritten applications are certainly quite touching. They convince Jürgen Mädger that he has in fact given the children who participated many practical and emotionally valuable experiences and ideas over the past 25 years: “One application that was especially wonderful because of its earnestness and simplicity is this one: Dear Mr. Mädger, would you please teach me how to cook because I can't and neither can my mother.”

INFORMATION FOR RESTAURATEURS

If you would like to organize your own European Mini Cooks regional group, you have two options:

If you would like to organize your own European Mini Cooks regional group, you have two options: You can partner with five to ten food service operators and host two to four monthly meetings under one team director. It is also possible for one business to handle all of the 20 monthly meetings to be hosted. If you were to choose this route, you would have to fund and staff the meetings all by yourself.

All monthly meetings, including the cost of goods used in the kitchen and in the service, will be funded by the participating restaurateurs. This also includes the food and beverages provided for consumption by the children as snacks.

As far as the content is concerned, the restaurateurs organize the meetings in compliance with the European Mini Cooks' Guidelines, for which they receive special documents that contain the respective instructions to ensure that the meetings are structured; the objective of this is to facilitate their organization. Hence, they also assume the responsibilities of regional group management, ensure compliance with the standards and become representatives of the European Mini Cooks Project.

The professional competence and experience of the restaurateur make up a vast portion of the Project's qualities. To be able to conduct the final examination, a connection with the local Chamber of Commerce will have to be established. Each group has its own patron who is either a politician or businessperson. Before a group begins to meet, each team leader will receive memorandums containing information on how to host the group. He or she will subsequently be required to sign a respective agreement with the gGmbH on the hosting of the meetings to ensure that it will proceed as instructed.

For participating restaurateurs, this commitment will create a competitive edge thanks to this exemplary, successful and extremely positive Project dedicat-

ed to children: As a host of the European Mini Cooks and the director of a regional group, you will be able to make unique and sustainable presentations citing your assumption of social responsibility – especially in combination with special events, which will allow you to promote your own business.

This will boost your name recognition in the region and create new networking opportunities, which usually survive the end of the project for quite some time and continue to have a beneficial impact on your business.

Ultimately, working with the children will also be a wonderful personal enrichment for you as it goes hand in hand with many rewarding experiences.

More details on hosting a regional group

In addition to the monthly meetings, it is also important to offer a variety of different projects with the voluntary involvement of other partners in the afternoons, for which specific arrangements have been made.

In this context, we recommend the establishment of a regional network of producers such as farmers, bakeries, butchers, mills, fish farms or even large food producers. To obtain expert general support, the cooperation with the regional hotel and restaurant association or a hotel industry college would be desirable.

A certified nutritionist must be made available for the theory classes. As an exclusive health partner, you can call on the assistance of the BarmerGEK (health insurance provider). It will also provide funding for certified nutritionists.

The team management and the nutritionists do have in-house access to our website, where they can obtain all necessary documents, recipes, work schedules and forms. Each group will have a dedicated Mini Cooks' sub-page on the website, to which it can upload its own photo albums, partners as well as the schedule for activities and monthly meetings.

SUPERVISORY BOARD – COUNCIL – THE EUROPEAN MINI COOKS GGMBH

Since 2007, the Project has been incorporated as the Europa Miniköche® gGmbH (European Mini Cooks LLC for the Common Good). This non-profit organization pursues “purposes for the common good or for charity exclusively and directly” and has been accredited by the Youth Support Commission of the Ostalbkreis (County) as the sponsor of the Liberal Youth Support Organization (Jugendhilfe). Jürgen Mädger is the Managing Partner. The trademark „ “Europa Miniköche” (European Mini Cooks) was registered with the German Patent Office in May 2003 under register number 303 24 483.

Supervisory Board monitors and advises the executive management. It ensures transparency and compliance with the “double verification principle.”

The Council advises and supports the European Mini Cooks’ Project in all business segments. It represents the company’s needs and interests as well as those of its supporters, financial contributors and sponsors. The supervisory board members are also members of the Council. The executive management participates in the meetings and schedules them.

Supervisory Board



Chairwoman
Countess Bettina Bernadotte
Managing Director Mainau GmbH



Deputy Chairman
Ernst Fischer
President of the German Hotel and Restaurant Association



Paulus G. Wunsch
Head of Marketing and Sponsoring
ARTE G.E.I.E

Council



Angelika Büscher
Principal of the Protestant Middle School Burscheid, as the Representative of the European Mini Cooks’ Team Leaders



Klaus Moser
Executive Director of the Chamber of Commerce of Eastern Baden-Württemberg



Klaus Pavel
State Councilor
Ostalbkreis-County



Patrick Schnieder
Delegate to German House of Representatives, Secretary General of the CDU Rhineland-Palatinate



Dr. Christoph Straub
Chief Executive Office Barmer GEK
Head Offices
Wuppertal



Martin Swierzy
Managing Director Germany
ALSCO BerufskleidungsService GmbH

THE EUROPEAN MINI COOKS

FACTS, FIGURES, INFORMATION

From the Project's inception in 1989 until the end of 2014, well over 10,000 children participated in the Project.

More than 400 food service industry businesses have assumed responsibility for the hosting of a regional group over the past 25 years. Besides these businesses, many others were actively involved, for

instance when it came to the organization of activity days and events involving guests.

To date, our Mini Cooks have already prepared and/or served thousands of culinary surprises and delights: from non-alcoholic cocktails to the famous "Swabi-an-style ravioli Carpaccio" to "Mini Cooks' lollypops" to the "Mini Cooks meter-long bread."



German Federal Cross of Special Achievements Award Celebration for Jürgen Mädger.
The award was presented by Governor Winfried Kretschmann and Secretary of State Klaus Peter Murawski

Events

The European Mini Cooks have already participated in about 700 events and had the opportunity to indulge the palates of celebrity guests:

- “Green Week” under the auspices of then-German President Horst Köhler
- “Ballroom Dance of the Businesses of Baden”
- Christmas celebrations of the group management of the DaimlerBenz AG
- 95th birthday party of Count Lennart Bernadotte hosting the Swedish Royal Couple
- Benefit Gala at the Europapark featuring Veronica Ferres
- “Stable Guards Party” of the BW State Representatives in Berlin
- Benefit event “Kinderland Baden-Württemberg” with then Governor Günther Oettinger at the Europapark Rust
- Bertelsmann Foundation in Berlin event featuring celebrity chefs, including Harald Wohlfahrt, Lea Linster, Eckhardt Witzigmann, HansPeter Wodarz; also attended by Minister Ursula von der Leyen and Daimler CEO Dieter Zetsche
- At FICA World Cup Games in Stuttgart with former German President Roman Herzog, several federal ministers, TV show “Tatort” actors and German Chancellor Angela Merkel and her guests such as Nicolas Sarkozy, who was the President of France at the time
- Benefit Gala on the Karlshöhe with Eva Köhler (wife of the former German President) as the patroness
- World Children’s Day and Day of German Unity at the Villa Hammerschmidt with then German President Christian Wulff and his wife
- Special supra-regional highlight events:
 - 15-Little-Star-Openings at daycare centers of the Daimler AG all over Germany by the Mini Cooks; ALSCO Gala in Frankfurt, Benefit Event for the Olgäle Foundation at the Porsche Museum, as a guest at the Industry Convention of the DEHOGA and at the Inter-gastra, at the Taste Days in Andernach, The Reals Chateau World Congress at the Historic Museum in Berlin.

Records

Then Mini Cooks delivered a world record in spaetzle making in 2004. Using one ton of Heimatsmühle-brand flour and 6,000 eggs, 220 children prepared 3000 servings of cheese noodles on 220 burners at the AlbGold Company in just 56 minutes and 15 seconds. The profits from the event were donated to a non-profit facility in the region.

In July 2012, the Mini Cooks defeated the world record in Swabian-style ravioli making (2,500 in 1 hour) with a very strong lead: 100 Mini Cooks from six regional groups made 4,520 ravioli on the Port Market in Esslingen in just 45 minutes.

The European record in apple pie baking was set in September 2012: By baking an apple pie that spanned 202 meters, 301 Mini Cooks from 21 regional groups also were able to donate EUR 1,190 to “Children help Children.”

In the Franconia town of Spalt, 6,886 dumplings were produced in May 2013, which was a world record. In June 2014, this world record was defeated when more than 63,000 dumplings were made in the Bavarian Forest.

Awards

Jürgen Mädger received the 1st Innovation Award 1998 of the East-Württemberg region for his project “Cutting Costs by Protecting the Environment.” He immediately invested the prize money of EUR 5,000 into the development of the Mini Cooks Project.

Other honors bestowed upon Jürgen Mädger and his work for and with the Mini Cooks include the German Federal Cross of Merit, the 10th Innovation Award East-Württemberg, the Bertelsmann Foundation Award “Companies for the Region,” a Day-after-Tomorrow-Maker’s Award by the State of Baden-Württemberg and the Dr. Rainer Wild Award of the Dr. Rainer Wild Foundation for an “Outstanding Nutritional Education Project for Children in Germany.”

TV

Several TV news reports covered the Mini Cooks numerous times and the Mini Cooks made appearances on shows such as the “TigerentenClub,” “Kaffee oder Tee” and “Fröhlicher Feierabend” (SWR), on Radio Bavaria and on many regional broadcasting stations. During the DEHOGA Industry Convention 2014, the ZDF (TV) produced a fairly lengthy report on the European Mini Cooks Project for its MonaLisa live broadcast from the Maritim Hotel Berlin.

Charity Donations Drive “Children Help Children”

The European Mini Cooks established their own charity drive under this motto. The drive is funded from event revenues and special promotions conducted by all groups. Since 2004, these efforts have generated an impressive total of about EUR 110,000 in donations, which have been awarded to non-profit organizations, such as Queen Silvia of Sweden’s “Childhood” program and also to individual regional projects, such as to the victims of the floods in the Passau region in 2013. Every Mini Cooks’ group has the opportunity to apply for one donation purpose every year. A panel of judges chooses the group that will receive the donation for its proposal at the end of the year. Each group presents the donation to the recipient personally.

The latest donation status and all information related to the projects supported at this time can be found on the Mini Cooks’ website.

Bank account for the donation account “Children Help Children”

Account name: Children Help Children

Account number: 1000 8160 66
with the Kreissparkasse Ostalb

IBAN: DE94 6145 0050 1000
8160 66

BIC: OASPDE6AXXX



The European Mini Cooks present their donation to families affected by the flood in Passau



European Mini Cooks, Award presentation “Dr. Rainer Wild Award” in Berlin with former Minister Dirk Niebel, Jürgen Mädger and Dr. Rainer Wild (left to right)

IMPRESSIONS

Mini Cooks from Zürich visit
Mainau Island

Baking at a nursing home



Mini Cooks and Angela Merkel, the German Chancellor at the State
Representation Baden-Württemberg Berlin



The first kohlrabi
I ever planted



Mini Cooks bestow gifts upon
Queen Silvia of Sweden on the Mainau



Each Mini
Cooks' group has
its own farm
garden



A proud Mini Cook presents her
first folded napkin with pride



Lea Linster shows the Mini Cooks how to prepare vanilla beans for her
crème brûlée

Class
graduation
2012 in
Abtsgmünd,
a Swabian
town

CONTACTS, INFORMATION REQUIRED BY LAW, PHOTO COPYRIGHT INFORMATION

Internet

All European Mini Cooks related information published around the globe can be found on www.minikoeche.eu.

A click will take you straight to the Mini Cooks' web pages.

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Kreissparkasse Ostalb

Team leaders have access to a password protected login section, where they can find documents for their classroom work, recipes, instructions and an entire nutritional information section.

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... a Project for Europe's Children