



## Press Release

### **Delicious! Tim Mälzer cooks for AIDA**

#### **AIDA Cruises gets famous German TV chef on board for a fleet-wide culinary collaboration**

The cruise company AIDA Cruises is launching a new, fleet-wide collaboration with the famous German TV chef and multi-gastronome Tim Mälzer. In future, he will create truly special culinary experiences for guests on board the AIDA ships and take them on a culinary journey.

The collaboration will be launched on board the new flagship AIDAprima. In the new cooking studio, which will be unveiled for the first time on board AIDAprima, cooking will become an adventure on every cruise. Here guests can get hands-on, or experience culinary highlights from and with famous chefs during workshops and shows. One highlight will be the Tim Mälzer cookery school. A cookery school will also be offered for children, in which the little ones will learn plenty of useful facts about a balanced diet and food science. To this end, Tim Mälzer will also use his expertise gained from the "KLASSE, KOCHEN!" ("Class Cooking!") initiative for cooking in schools. The popular TV chef will be on board AIDAprima for the cookery schools on selected dates.

Felix Eichhorn, President of AIDA Cruises, is certain: "We think that AIDA and Tim Mälzer are a perfect match. Tim Mälzer is famous for forging new and unconventional paths. This is also what makes AIDA stand out. Our collaboration underscores the innovative AIDAprima restaurant concept, which represents a culinary diversity hitherto unseen and which will give our guests even more options for enjoying their very own personal culinary journey."

Tim Mälzer explains: "I look forward to the collaboration with AIDA. What particularly appeals to me is developing recipes which once more underscore the uniqueness of this travel experience for the guests, and which are based on the use of fresh ingredients of the highest quality." Here he will remain true to his motto that good food doesn't have to be complicated in order to be delicious.

Tim Mälzer's creations will also be integrated into the restaurants of the AIDA ships. The highlight here is that guests can try one of Tim Mälzer's dishes every day. This concept will be introduced incrementally on board the AIDA ships, and a Tim Mälzer corner will be integrated. Each evening the guests can enjoy a special flavor experience created by this famous chef specially for AIDA. There is a different recipe for each day of the week.

Tim Mälzer is one of Germany's most popular TV chefs. He is also an author, show master and restaurant owner, including the Bullerei in Hamburg. With his direct and straightforward style, he cooks his way into the hearts of his viewers and guests. His first TV show, "Schmeckt nicht - gibt's nicht!" ("There's no such thing as bland!") on Germany's VOX channel, received the 2006 GOLDENE KAMERA Award, Germany's publicly nominated TV award. His cookery books are equally successful. As the kitchen

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chef on the Das Erste channel, Tim Mälzer inspired viewers with his delicious, balanced recipes in "Tim Mälzer kocht!" ("Tim Mälzer cooks!"), and ever since has been showing audiences how simple cooking can be. In his documentary "Lebensmittel-Check mit Tim Mälzer" ("Food inspection with Tim Mälzer" on the ARD channel, he investigates Germans' eating habits in an entertaining and informative way. Tim Mälzer's most recent TV appearance was as a juror on the prime-time show "The Taste" (the Sat. 1 channel). He is currently celebrating his comeback on Vox with his new cookery show, "Kitchen Impossible."

AIDAprima will celebrate its premiere season from April 2016. This in many ways unique cruise ship offers more room, more variety, more individuality than ever before. With its multifaceted world of experiences, the ship itself is the fair-weather destination – 365 days a year. AIDAprima's home port will be Hamburg. From here, it will sail from the hanseatic city to Europe's most exciting cities. Its total of 12 restaurants and three snack bars will serve specialties from 24 national and international cuisines.

Rostock, February 11, 2016

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