

PRESS RELEASE

Horse power meets high-octane cuisine:

GENUSSWERKSTATT at PS.SPEICHER in Einbeck invites guests to try out its restaurant from 23 July 2014

Northeim, 14 July 2014. Located in the south of Lower Saxony, the town of Einbeck is known for its brewery and half-timbered houses. But that's not all. It is now also home to an exciting exhibition, the world's biggest private collection of German motorcycle marques: PS.SPEICHER. And where there's engines, a workshop won't be far away: At Einbeck it is devoted to culinary enjoyment. The GENUSSWERKSTATT restaurant stands for hot cuisine in all senses of the word. It all revolves around grilled meat, with each dish testifying to the passion felt by the Genusswerkstatt chefs for their profession. FREIgeist Einbeck GmbH & Co. KG is the gastronomic partner of GENUSSWERKSTATT. From 23 July 2014 Malte Gunzert and his team of chefs will be standing ready to spoil their guests with first-rate food.

What does GENUSSWERKSTATT have to offer?

Grilled meat: Whether meat or bread, fast or slow, the dishes served here feature tasty produce from Lower Saxony including hot mustard or flame-grilled dry-aged steaks. Guests can also sample flatbread topped with coarse or fine spreads and fresh salads, with the ingredients varying depending on the season. At GENUSSWERKSTATT the menu goes by the name of the WERKSTATTBUCH, and guests can put together dishes to their own taste. If they don't fancy choosing themselves, they can rely on the recommendations of the head chef. But whatever they opt for: Everything that comes out of that sizzling kitchen will have a flavour of pure power. The very thing when you've got something to celebrate. PS.SPEICHER has teamed up with GENUSSWERKSTATT to create a truly special venue, one that is perfect for all kinds of events: for friends and family, fans of classic cars, technology and the world of motoring; for stag nights, hen parties, birthdays, wedding receptions, school reunions; for corporate function with barbecue evenings, Christmas parties, works outings. In a word: for everyone who likes creative, flavoursome cuisine and enjoys a relaxed atmosphere that is out of the ordinary.

What does GENUSSWERKSTATT stand for?

First of all, for the tradition of the aristocratic family of Graf Hardenberg and the region making up the south of Lower Saxony: It is here that corn schnapps is distilled, mustard seeds ground, salt harvested and beer brewed. And all this has been going on for centuries. And secondly, for the spirit of discovery and sure instinct shown by Georg Rosentreter, who, as the managing partner of 4* LIFESTYLEHOTEL FREIgeist in Northeim and the 5* Relais & Châteaux Hardenberg BurgHotel in Nörten-Hardenberg, has continued to come up with successful hospitality concepts for many years. GENUSSWERKSTATT is not only inspired by the authenticity of this region, but also by the skill of its chefs in blending influences from around the world. The emblem of the boar used in GENUSSWERKSTATT's logo is a guarantee of quality that has matured over many centuries. Simple is often best. Meat, bread and beer have been key elements of local cuisine for years, and this is why GENUSSWERKSTATT has also adopted them as the basis for its creations, combining produce from the region with international flavours. The ingredients are simple, but the outcome is exceptional, as food that packs a punch is nowadays rare.

This love of the simple yet exclusive is also reflected in the interior design: featuring mature wood, steel and muted earthy shades, with numerous details conjuring up a delightful atmosphere of vision and freedom.

GENUSSWERKSTATT. The company

The business is operated by FREIgeist Einbeck GmbH & Co. KG, whose partners, Carl Graf von Hardenberg and Georg Rosentreter are responsible for managing Hotel FREIgeist and Hardenberg BurgHotel.

At PS.SPEICHER the area occupied by GENUSSWERKSTATT is 400 m² in size. Besides the restaurant there are several reconfigurable function rooms including a very special multipurpose area with high-powered exhibits for events as well as a large adjacent terrace made of decking. In September 2015 hotel director Isabel Intrup plans to open another FREIgeist hotel, based at the PS.SPEICHER site, with the restaurant once in the capable hands of GENUSSWERKSTATT.

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Opening hours: Wednesday - Sunday 10.00 am - 11.30 pm (kitchen 12.00 noon - 10.00 pm, Sunday until 9.00 pm); closed Monday and Tuesday: - functions available on request www.genusswerkstatteinbeck.de

PS.SPEICHER

At PS.SPEICHER, the new exciting exhibition at Einbeck in the south of Lower Saxony, exhibits and interactive displays show visitors how inventive minds kept taking individual mobility to the next level with two-, three- and four-wheeled vehicles thanks to new technological discoveries. Some 300 unique historical bicycles, motorbikes and automobiles from one of the world's biggest private collections each have a fascinating tale to tell. Ever faster, further and safer: the consequences of innovative motorisation for society brought to life by an exhibition housed in a listed building that was once a grain store. The supporting organisation of PS.SPEICHER is the charitable cultural foundation Kulturstiftung Kornhaus in Einbeck.

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