
COOK WITH THREE-STAR MICHELIN CHEF ESBEN HOLMBOE BANG & IWC SCHAFFHAUSEN

Schaffhausen/Amsterdam, 16th April 2020 – Two weeks ago, IWC launched its “TIME WELL SHARED” initiative, where members of the IWC family, including brand ambassadors, partners and employees, share their passion and knowledge through digital channels. The aim is to lift spirits with inspiring and entertaining content during this period of uncertainty and isolation.

Today viewers will have the unique opportunity to follow the Norwegian Michelin three-star chef and IWC brand ambassador Esben Holmboe Bang into the kitchen as he prepares a spring-inspired dish. The video will be available at IWC’s global Instagram TV channel where the chef will also share the recipe so followers can cook the dish themselves. Esben Holmboe Bang recently re-opened the three-star Michelin restaurant Maaemo in Oslo, and has for many years collaborated with IWC, connecting haute horlogerie with haute cuisine. Quality craftsmanship and exceptional materials are key terms both in cooking and in the manufacture of IWC watches.

Each TIME WELL SHARED video will include a link to allow viewers to make voluntary donations. With the funds raised, IWC will support Save the Children. Save the Children aims to strengthen its programmes that protect children and families in countries that are hit by the virus, increase support for national health systems, and raise awareness among parents and caregivers on how to provide psychosocial support to children.

For the latest information on “TIME WELL SHARED”, and to access exclusive content, please visit <https://www.iwc.com/en/articles/journal/iwc-news-events.html> and www.savethechildren.ch/timewellshared

RECIPE

Serves 2

Shopping Cart: 4 big langoustines – 8 white asparagus – 200ml cream – 500g mussels – Thyme – Dill
– Neutral-flavoured oil – Butter – White wine

Clean your mussels and steam them with 1 glass of white wine and 1 glass of water. When all the mussels are open strain off the liquid. Reduce the liquid to two-thirds its original volume while you eat the mussels. Add the cream and a knob of butter and reduce the liquid to two-thirds once again. Peel the asparagus and heat gently in your sauce. Clean the langoustine from the shell and fry in the pan with butter until golden. When the asparagus is cooked remove from the sauce. Arrange your langoustines and asparagus on the plate and pour over your delicious mussel sauce. Scatter herbs on top. Enjoy!

ABOUT ESBEN HOLMBOE BANG

Esben Holmboe Bang is the chef, co-owner and creative director behind Maaemo, the pioneering three-star Michelin restaurant in Oslo. Esben was born in Copenhagen and moved to Oslo before the opening of Maaemo in 2010. Esben was 29 when he received his first two Michelin stars in 2012, when Maaemo had been open only 15 months. In 2016, Maaemo received its third Michelin star.

IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

More information about IWC Schaffhausen's "TIME WELL SHARED" initiative can be found at press.iwc.com and at www.savethechildren.ch/timewellshared.

FURTHER INFORMATION

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