
LSG Group adds new brand ambassador

By **Rick Lundstrom** on June, 24 2019 | Catering



Chef Thomas Bühner. *Photo by Michael Holz*

German chef [Thomas Bühner](#) will become the newest brand ambassador for the [LSG Group](#).

The 57-year-old will join two other well-known German chefs, Harald Wohlfahrt and Sven Elverfeld (the latter from the [AquaX](#) restaurant in Wolfsburg).

Bühner has more than 30 years experience in high gastronomy. He ran the la vie restaurant in Osnabrück from 2006 to 2018, and was awarded three Michelin stars and 19 points in the Gault&Millau restaurant guide. As brand ambassador for the LSG Group, he will take a close look at the range and quality of the company's culinary offering and make improvement suggestions.

"I am looking forward to an exciting exchange of culinary experiences," said Bühner, in today's announcement. "Enriching the gastronomic experience on board an airplane is an attractive and complex task. I am proud to be able to contribute with my experience as a brand ambassador and would like to thank everyone for the trust they have placed in me."

Jörg Hofmann (Head of Global Culinary Excellence at the LSG Group) added, "collaborating with

Thomas Bühner will be of great benefit for the entire LSG Group. I am personally impressed by his enormous passion for quality, his creativity and his extensive knowledge about the highest culinary standards. He will help us to refine our premium offering and host high-level customer events. In addition, I am delighted that he will inspire and motivate our young culinary talents with his years of experience and knowledge."

Bühner has been in the league of top German chefs for more than 30 years. After his apprenticeship as a chef in the Schweizer Haus in Paderborn, the native Westphalian gained experience with Günter Scherrer, Jörg Müller and finally as Chef de Partie with Harald Wohlfahrt. In 1991 Bühner took over the chef's position at the La Table restaurant in Dortmund for the first time. Five years later, he was awarded the first Michelin star there, followed by a second in 1998. In 2006, he became managing director and chef at the Osnabrück restaurant la vie, which was awarded three Michelin stars in 2011.

Since the restaurant closed in the summer of 2018, Bühner has been active worldwide as a guest chef, keynote speaker and consultant for gastronomic concepts and food producers. In Valencia, he spoke at Gastrónoma Valencia; in Amsterdam, in collaboration with Givaudan, he presented his ideas for reducing sugar in food; in China, he was active as a guest chef; and in Gütersloh, he developed a concept for a new restaurant with local Westphalian cuisine. Currently, he is active in China and the Middle East, where he is working on new restaurant concepts.