



funny. tasty. creative.

Here we go – with the MiniTruck and "Currywurst in the Cup"

Berlin. The Deutsches Currywurst Museum is coming up with an unusual new attraction and a long-awaited supplement to its offerings: As of Friday, 7 May, a bright red "MiniTruck" makes its way through Berlin as a new "ambassador", and the spectrum of this exhibition will be broadened with a new culinary offering.

The MiniTruck bearing the official license plate "B CW 214" will be travelling through the district Berlin-Mitte – also stopping by trade fairs and other special Berlin events. Its colourful appearance with the design in the style of the Deutsches Currywurst Museum, its moving elements and not least its charming dimensions (5.70 m in length and 1.70 m in height) are a real attention-grabber. As Museum Director Birgit Breloh explains: "With this one-of-a-kind we want to lend additional creative impetus to the Currywurst as a product of Berlin culture".

The commissioning of the truck coincides with a culinary premiere at the Deutsches Currywurst Museum. As of 7 May, the museum will welcome its visitors and guests with a sample of the specially-created offering "Currywurst in the Cup" – which is included in the price of admission.

The renowned Berliner sausage maker Mischau and the original tomato sauce from the snack stand "Curry 36" vouch for the quality of the Currywurst offerings. With Dirk Biedermann, we were able to garner the services of a proud Berliner (and former right-hand man for the Michelin-starred chef Thomas Kammeier from the Restaurant Hugos at the InterContinental Berlin) as the man in charge on the culinary front.

In the coming weeks (as a particular highlight), interested Berliners and Berlin visitors will receive their own individual stamp at the MiniTruck, enabling them to visit the exploratory exhibition and enjoy a Currywurst platter for the special price of 12.50 Euro. The "Snack Ticket" includes museum admission along with a selection of three different kinds of Currywurst served with a roll

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Deutsches Currywurst Museum® Berlin



and beverage: a lot of museum with a lot of sausage – the only one of its kind in the world, typical to Berlin.

Deutsches Currywurst Museum Berlin

With the Deutsches Currywurst Museum, a unique and exploratory exhibition was devoted to this famous dish: curried sausage. Since its opening in August 2009, Berliners and tourists alike have been eager in revealing the secrets behind this sought-after and legendary snack. A stream of curry sauce (incorporated as a design element) guides visitors through an adventurous tour of this exhibition, implemented with painstaking attention to detail. In a spices chamber featuring a "sniffing station", visitors can catch a whiff of exotic scents – and exciting exhibits convey interesting facts on the invention of the Currywurst, along with its presence as a feature in films and TV shows – and its spread throughout the rest of the world. Here, too, no one misses out on the fun: in the interactive game "Curry up!", visitors serve up Currywurst in record time via touchscreen. A museum with an unusual atmosphere, warm colours, unusual shapes and light accents – the visitor's reward after an entertaining walk through the various exhibits.

As of May 2010, a sample of the object of desire – a "Currywurst in the Cup" – is included in the price of admission. This means that the topic of the exhibition can now be "taken in" in the truest sense of the word.

You will find further information at: www.currywurstmuseum.com.

*Press release dated 20 May 2010
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90 lines à 40 keystrokes*

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