



Founders and managing partners of Eatrenalin Oliver Altherr (left) and Thomas Mack (right) with his wife Katja Mack, Creative Director Eatrenalin

The TEA Thea Award

## International highest industry award for Eatrenalin

March 18, 2024

From the depths of the ocean through fascinating worlds and into outer space: the unique culinary event concept Eatrenalin has delighted guests seeking an extraordinary fine dining experience since November 2022. The world-first restaurant has now been honoured by the Themed Entertainment Association (TEA) with the coveted TEA Thea Award for the category of 'Experiential Dining Attraction'. The prestigious award is one of the highest honours in the entertainment industry, presented at a glamorous gala in Los Angeles, Hollywood.

"The TEA Thea Award is one of the most important acknowledgements of our concept, the most exciting gastronomy experience in the world, one that appeals

to all of guests' senses at the absolute highest level", explains Oliver Altherr, gastronomy expert and CEO of Marché International (2003-2024). "This award



recognises our passion for innovation and the continuous search for exceptional experiences for our guests,” adds Thomas Mack, who developed the experience together with Oliver Altherr.

Eatrenalin frames the sophisticated creations of Head Chefs Juliana Clementz and Ties van Oosten within an impressive interplay of visual, acoustic and haptic elements that touch all of the senses. This is made possible through the combination of multimedia content, top gastronomic performance and a patented new development, the Floating Chair from MACK Rides. The superb eight-course menu, in which guests can select between a classic menu with meat and fish or vegan dishes that combine modern and international influences, is paired with the respective ambience of each of the different worlds of enjoyment. From 2nd May, a new menu awaits culinary enthusiasts.

Guests can also look forward to another new highlight from May: The Eatrenalin Late Night Experience. The 90-minute multi-sensory journey travels through fascinating worlds, surprising guests with exclusively created cocktails and snacks accompanied by first-class live acts. The interplay of visual, acoustic and tactile impressions adds to the fascination of this experience. Then after the experience, guests in the bar can look forward to a DJ playing modern beats.

### **The TEA Thea Award**

The TEA Thea Award is a prestigious award that recognises excellence and innovation in the themed

entertainment industry. Back in 2012, Europa-Park received the TEA Thea Award for Gastronomy for the world-first looping restaurant 'FoodLoop'. This was followed in 2013 by the award for 'Extraordinary Performance', which recognised the Mack family for their fascinating success story, going from the manufacturer of travelling wagons to the world's best theme park. 'ARTHUR' also received the prestigious TEA Thea Award for the best ride system in 2017, while the family attraction 'Snorri Touren' received the award in 2020. In 2023, with the 'Buzz Price Award', Roland Mack himself received the international highest industry award for his life's work.

### **Further information**

At the Eatrenalin Dinner, each course is a culinary work of art with an eight-course menu and a corresponding drink accompaniment. The Eatrenalin Exclusive Dinner offers select wines such as Cuvée Rosé by Laurent-Perrier, 2018 Yamahai Miyama Nishiki Noguchi Naohiko Sake Institute and a Montes Purple Angel. There is also a menu upgrade in the Ocean room, as well as a reserved table in the lounge, drinks at the bar and a little surprise as a souvenir. The Eatrenalin Champagne Dinner combines the sensory journey with exclusive champagnes from Laurent-Perrier. During the Eatrenalin Sommelier Dinner an experienced sommelier accompanies guests through the various rooms and serves exquisite wines to accompany the eight courses. An extraordinary experience for all wine connoisseurs.



The new Eatrenalin Late Night Experience offers first-class cocktails and live acts



The unique Floating Chair allows guests to float through different worlds of enjoyment

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