



KOFLER & KOMPANIE
CULTURE IN FOOD SINCE 1823



JOY IS BMW. The word "JOY" is the foundation of BMW. Dependent on no-one, answerable to drivers and only to drivers. BMW don't just make cars, BMW generate emotions and are a guarantee passion, fascination and goose bumps. JOY is driving, JOY is aesthetic, JOY is creativity, and also represent the JOY lifestyle.

Following the BMW Motto, the new eatery will be called JOY Shanghai. This new eatery is a joint effort of two German Brands, BMW / Kofler & Kompanie to promote, BMW lifestyle through the modernization of a longstanding German food tradition.

The food and beverage on the menu at JOY will be featuring German heritage however using modern design elements in the presentation and style. We also offer special dishes designed with BMW elements.

JOY wants to surprise and transform people view on German food. German cuisine has a longstanding history, each region of Germany has its own flavours and specialities. Kofler & Kompanie has design the menu of JOY taking into consideration the flavours and heritage of the German cuisine and presented it in an innovative way.

Kofler & Kompanie original approach offer the perfect balance between tradition and innovation.





BMW之“悦”。“悦”这个字是BMW品牌的基石。让驾驶人在驾驶过程中体验到绝无仅有的驾驶乐趣是BMW一贯的宗旨。BMW不仅是一个汽车制造商，它的魅力更在于让客户在体验中对品牌产生浓烈兴趣并欲罢不能。“悦”不仅代表了驾驶之悦，美学之悦，创新之悦，也代表了BMW倡导的“悦”的生活方式。

因此BMW体验中心的餐饮被命名为“悦”。这个品牌是由两家杰出的德国企业BMW与柯夫勒共同开创成立的。餐厅的主题是以现代化的工艺手法和烹饪制作来体现传统的德国美食佳肴。客人会在用餐时对德国菜有一个全新的认知。

菜单设计灵感来源于对传统德国菜的延续并结合了现代餐饮元素和文化。同时以BMW经典车型命名的特色创意菜品也将让您眼前一亮，味蕾大开。

JOY餐厅的一个重要主题是绿色生活，和可持续发展性。餐厅的设计体现了宝马的品牌价值观和生活方式，它是一件艺术品更是一座艺术博物馆，所有的元素让体验中心满足了从商务客人，游客到家庭聚会的各种不同需求，成为您首选的用餐和聚会场所。

JOY餐厅已成为周边的一个地标性建筑，你可以在这边组织家庭聚会，下班后放松的聚会场所，知名特邀厨师也将会将传统的德国美食与烹饪手法呈现给客户为其提供独一无二的用餐体验。

柯夫勒作为BMW体验中心的唯一指定餐饮单位也会给BMW试驾中心提供以健康为主题的餐饮服务。作为全天驾驶体验中心，柯夫勒以健康和活力为理念，为试驾前来试驾的客人提供包括早茶，午餐，下午茶的各式食品和饮料。在BMW品牌体验中心里，特别为前来驾驶体验的客人提供了专属的私人休闲空间，以供客户休息和用餐。让客户体验并且感受到像家一样的温暖美食和舒适环境。





AVAILABLE HOUR: 10:00 – 20:00

THE REGULAR STUFF

Water

Gerolsteiner sparkling water (330 ml)	¥ 35
Acqua Panna mineral water(250 ml)	¥ 35

Sodas

Cola, sprite, diet coke, coke zero (330 ml)	¥ 10
Thomas Henry tonic water, spicy ginger, lemonade(200ml)	¥ 25

Bottled Fresh Juices

Orange, mixed berries (350ml)	¥ 35
Alain Millat - organic juices from France (330ml)	¥ 65
Real Coco – All nature 100% coconut water (1L)	¥ 65



Jing Tea

English Breakfast, Jade Sword Green Tea, Jasmine Silver Needle, Chamomile, Earl Grey, Lemongrass & Ginger, Vintage Puer, Peppermint, Blackcurrant and Hibiscus Fruit	¥ 25
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JOY IS BARISTA

OUR BARISTA

Single Espresso	¥ 15
Double Espresso	¥ 25
Americano	¥ 25
Cappuccino	¥ 30
Latte	¥ 30

JOY's Hand Drip

Special blend selected by our barista, a harmony between rich and velvety aromas, it offers pleasant bitterness, and less acidity; Discover the JOY at your own Hand Drip Coffee	¥ 40
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营业时间: 10:00 – 20:00

常规软饮

矿泉水

德劳特沃气泡矿泉水(330 ml)

¥ 35

普娜矿泉水(330 ml)

¥ 35

碳酸饮料

可乐, 雪碧, 健怡, 零度(330 ml)

¥ 10

托马斯亨利汤力水, 姜汁汽水, 柠檬苏打(200ml)

¥ 25

瓶装鲜榨果汁

橙汁, 混合莓汁(350ml)

¥ 35

艾伦米亚, 来自法国原装进口的果溶(330ml)

¥ 65

100%椰子水, 富含的钾可完美的中和酸碱体质(1L)

¥ 65



金茶

英式早餐茶, 翡翠绿茶, 茉莉花茶

洋甘菊茶, 伯爵茶, 生姜柠檬草茶, 普洱茶, 薄荷茶, 黑加仑芙蓉花茶

¥ 25

咖啡师的JOY

咖啡

单份意式特浓

¥ 15

双份意式特浓

¥ 25

美式咖啡

¥ 25

卡布奇诺

¥ 30

拿铁

¥ 30

JOY的手冲咖啡

¥ 40

由我们的咖啡师精心挑选的混合咖啡豆, 冲出来的咖啡有着丝绒般细腻的口感, 并且来带令人愉悦的苦感与和谐平衡的酸度。

你可以亲自尝试制作手冲咖啡, 享受其中带来的JOY





AVAILABLE HOUR: 10:00 – 20:00

BEER

Beer bottle

Tsingtao Premium (295ml)

¥ 30

German beer

Wheat beer, Weihenstephaner (500ml)

¥ 55

Pils, Bitburger(300ml)

¥ 55

HOUSE WINE

Wine by glass ¥40 | bottle ¥225

Inycon Growers Selection Cabernet Sauvignon, Sicily Italy

Inycon Growers Selection Pinot Grigio, Sicily Italy

JOY IS MIXOLOGIST

The rosemary Bourbon sour

Bourbon, lemon juice, rosemary syrup, lemon peel and fresh rosemary

¥ 65

Cucumber & mint gimlet

Earl Grey infused with Gin, Lime juice, soda water, fresh cucumber, fresh mint

¥ 65

Calling

¥ 65

Do you dare to take the challenge from M? the combination of celery infused Gin and wasabi, doesn't that sound horrible? Wait, there are also elderflower syrup, lemon and grapefruit juice, which makes you feel like just finished an intensive M race



love JOY

¥ 70

What makes you feel more joyful? You have to try our healthy and green juice, an amazing blend of kale, ginger lemon honey, fresh pear and soda water, it does not only cleanse the body but also provide you immunity

Our Bartender could adjust cocktails according to your taste, please feel free to share any special requests.

Please don't consume any alcohol if you are going to attend driving experience!





营业时间：10:00 – 20:00

啤酒

瓶装啤酒
特级青岛

¥ 30

德国啤酒

维森小麦啤(500ml)
碧特博格皮尔森啤酒(300ml)

¥ 55

¥ 55

葡萄酒

每杯 ¥40 | 每瓶 ¥225

太阳谷葡园精选系列-赤霞珠干红葡萄酒
太阳谷葡园精选系列-灰品乐干白葡萄酒

调酒师的JOY

迷迭香波本酸

波本威士忌，柠檬汁，自制迷迭香糖浆，柠檬皮和新鲜迷迭香

¥ 65

黄瓜薄荷杯

调酒师自酿伯爵茶金酒，柠檬汁，苏打水，新鲜黄瓜和薄荷

¥ 65



挑战

¥ 65

敢于接受来自M的挑战吗？我们调酒师自酿的西芹腌制的金酒（酒精度不是一般的高哦），然后还有令人敬畏的绿芥末，是不是觉得这样的搭配难以接受，等等，我们还加入了接骨木花糖浆，柠檬汁和西柚汁，让金酒和绿芥末的味道完美的结合，喝完那种刺激的感觉就像是刚开完M跑车一样



ive JOY（无酒精）

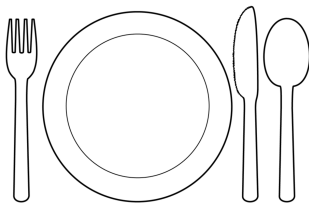
¥ 70

喝什么之后会让你更愉悦呢，那么一定要品尝这款即新鲜健康绿色又口感绝佳的饮品，鲜榨羽衣甘蓝汁与自酿生姜柠檬蜂蜜搭配，再配上新鲜的梨和苏打水，只要合理的搭配蔬菜也能带给你满满的能量。

我们的调酒师可以按照你的要求量身定制鸡尾酒，可以随意提要求！

如果您稍后还要参加驾驶体验活动请勿饮酒！





AVAILABLE HOUR: 10:00 – 20:00

SHARING APPETIZER

Pretzel

Three pieces of freshly baked pretzels served with beer cheese dip

¥ 35

Eggs? Kugals

Freshly baked ham, sauerkraut & potato kugels, 6 pieces hidden in an egg box

¥ 35

JOY's Super Bowl

Quinoa with kale, arugula, broccoli, avocado, cherry tomato, walnut and Shangri-La honey

¥ 50

Beetroot Salmon Gravlax

Mini pancake, Beetroot salmon Gravlax & dill cream

¥ 65

Black Forest Ham

Homemade Black Forest ham, thin sliced with Gherkin and arugula, served on crispy pita bread specially designed by our Chef Daniel Ching.

¥ 65

Summer Roll

Healthy avocado roulade served with cooked prawns, crunchy vegetables, red quinoa salad, pumpkin pesto and avocado puree

¥ 75





营业时间: 10:00 – 20:00

可分享的开胃菜

咸碱面包圈

三只传统风味现烤碱水面包圈，佐啤酒芝士黄油食用

¥ 35

鸡蛋盒里的土豆球

由德式酸白菜混合土豆组成且以烘烤的烹饪手法制作，一份里共六枚

¥ 35

JOY的超级健康碗

健康的藜麦色拉搭配羽衣甘蓝，芝麻菜，牛油果，樱桃蕃茄，核桃和自制香格里拉蜂蜜

¥ 50

甜菜根渍鲑鱼

腌制切片鲑鱼由浓浓的甜菜根酱汁所浸泡，佐酸奶油和自制的薄饼一起食用

¥ 65

黑森林火腿

由大厨Daniel Ching亲自设计的一道菜，熏制的黑森林火腿，切薄片佐酸黄瓜和芝麻菜，搭配香脆皮塔饼一并食用

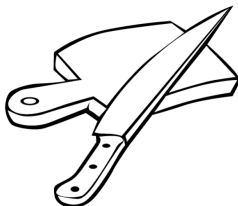
¥ 65

鲜虾夏天卷

非常棒的一道轻食料理，牛油果卷入脆脆的蔬菜佐新鲜虾尾，南瓜泥铺底搭配自制的牛油果泥和红藜麦色拉，夏日感十足

¥ 75





AVAILABLE HOUR: 10:00 – 20:00

JOY IS LAND

Faro

Stir fried Faro with mushroom, broccoli, garlic, lemon juice and extra virgin olive oil

¥ 55

Potato Dumpling

Homemade potato dumplings, sautéed wild mushrooms, sun-dried tomato and virgin tomato puree

¥ 85

JOY IS SEA

Chef's Favorite Sea Bass

Pan Seared Sea Bass with salsa, edamame puree, served with kale in copper pan

¥ 115

Drifting Salmon

Marinated salmon cooked to medium well then closed in a jar with fruit flavored smoke, edamame puree, served with kale, feels like you are among drifting cars at the moment you unveil this dish

¥ 125

JOY IS FOREST

Secret Cut of Pork

Marinated Iberian pork with five spices and brandy, sous vide then slow cooked, served with potato cubes, braised red vinegar cabbage and apple beetroot puree

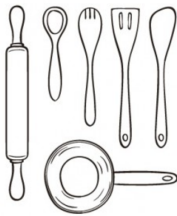
¥ 135

Le Mans 24hrs Beef Rib

Premium beef short ribs marinated in vegetable broth then slow braised with dark beer for 24hrs, thick sliced with bone, rock salt, served with kale in copper pan. Now you will be energized enough for the 24 hours Le Mans Race

¥ 165





营业时间: 10:00 – 20:00

陆地上的JOY

蘑菇与麦子

优质的粗粮法老麦，搭配初榨橄榄油和柠檬汁，洋葱，蘑菇还有西兰花一起翻炒后装盘

¥ 55

野生菌马铃薯团子

用马铃薯，高精粉和香草搓成的团子，很原始的德国菜，搭配了初榨橄榄油和蕃茄打成的果溶，再加上香味十足的什锦菌菇

¥ 85

海洋中的JOY

主厨最拿手的海鲈鱼

非常新鲜的海鲈鱼，用黄油煎至两面上色，撒上胡椒和海盐，搭配蕃茄莎莎，毛豆泥和清煮羽衣甘蓝

¥ 115

烧胎的三文鱼

腌制好的三文鱼搭配果味的烟雾一起密封在玻璃罐子里，让煎至五成熟的三文鱼充分吸收烟雾中水果的独特味道，搭配毛豆泥和清煮羽衣甘蓝，揭开的瞬间，仿佛是置身于众多漂移的赛道上。

¥ 125

丛林中的JOY

香草低温猪五花

吃橡果长大的西班牙伊比亚黑猪，精选雪花最丰富的一块用五种香料和白兰地一起腌制，然后低温隔水煮，搭配白煮土豆和苹果甜菜根果泥，然后佐红酒醋紫衣甘蓝

¥ 135

勒芒24小时牛肋排

精选优质牛肋排先用新鲜蔬菜汁腌制，然后配黑啤，香料和各种蔬菜一起慢炖24小时直到肉质酥软，然后切厚片带骨装盘，配合海盐的鲜味佐清煮羽衣甘蓝，吃完这道菜足以你参加勒芒耐力赛的能量需求

¥ 165





AVAILABLE HOUR: 10:00 – 20:00

SOUP

Green Asparagus Soup

Fresh asparagus, cream, sundried tomatoes served with a slice of garlic bread

¥ 30

Goulash Soup

Beef and it's broth, carrot, onion, tomato and red wine, served with a slice of garlic bread

¥ 50



SWEET

Berliner

Sweet yeast dough fried in oil, with custard filling and topped with icing sugar, 3 pieces

¥ 25

Passion Fruit Cheese Cake

Rectangular light cheese cake, unbaked, topped with passionfruit jelly

¥ 35

Chocolate Mouse

Valrhona chocolate glaze coated coconut mouse sphere

¥ 35

Chocolate Tart

`Cacao Barry` Chocolate on soft tartlet with mascarpone praline cream

¥ 35

Carrot Cake

Moist carrot and citrus cake topped with candied citrus

¥ 35

Dessert are available all day, we would like to invite you to our deli counter to check what are the daily special





营业时间：10:00 – 20:00

汤

芦笋汤

新鲜绿芦笋和淡奶油一起煮熟并搅碎过滤成汤，搭配蕃茄干，配一片面包

¥ 30

蔬菜炖牛肉汤

牛肉粒用红酒炒熟，然后加入胡萝卜，洋葱，蕃茄，最后放入高汤一起熬制数小时，配一片面包

¥ 50



甜品

柏林饼

传统的德国点心，甜味发酵面球过油，完成后里面塞入鸡蛋奶油冻，每份三个

¥ 25

百香果芝士蛋糕

长方形芝士蛋糕，由于用的食材特殊所以并不需要经过烤箱烘烤，顶部浇以百香果果溶成品

¥ 35

椰蓉巧克力慕斯

以椰蓉为基底制作成半圆慕斯，被参入了大黄的巧克力浆包裹起来，椰蓉与巧克力的搭配细腻而柔软，口感甜而不腻

¥ 35

巧克力软挞

自制软饼底，搭配非常浓郁来自比利时顶尖品牌的巧克力，佐果仁糖乳酪

¥ 35

胡萝卜蛋糕

用香橙和胡萝卜一起烘焙的蛋糕，搭配秘制的橙子

¥ 35

甜品全天供应，如想咨询更多甜品选择请前往吧台，厨师每天会变换风格及口味去制作最新鲜地甜品供你选择





AVAILABLE HOUR: 10:00 – 20:00

Don't know what to eat before your ride on the race track? M Power set menu is designed for you before your training class in the afternoon, to start with JOY's Super Bowl which contains full of carbohydrate, followed by Beef Short Ribs which gives you enough protein then finishing with chocolate coconut mouse to help you digesting; and now you are ready for the race track.

上赛道前还在犹豫不定要吃什么吗？我们专门为了要做驾驶培训的客人定制了M Power套餐，就像BMW M一样这个套餐富含能量，前菜JOY的超级健康碗中富含碳水化合物，搭配主菜啤酒炖牛肋排中的蛋白质，最后佐以椰蓉巧克力慕斯来帮助消化；这样就可以不用考虑身体的负载以轻轻松松的状态去体验和享受驾驶的乐趣。

M Power Set Menu

¥ 200

JOY's Super Bowl

Quinoa with kale, arugula, broccoli, avocado, cherry tomato, walnut and Shangri-La honey

JOY的超级健康碗

健康的藜麦色拉搭配羽衣甘蓝，芝麻菜，牛油果，樱桃蕃茄，核桃和自制香格里拉蜂蜜

Le Mans 24hrs Beef Rib

Premium beef short ribs marinated in vegetable broth then slow braised in dark beer for 24hrs, thick sliced with bone, rock salt, served with kale in copper pan. Now you are energized enough for Le Mans 24hrs Race

勒芒24小时牛肋排

精选优质牛肋排先用新鲜蔬菜汁腌制，然后配黑啤，香料和各种蔬菜一起慢炖24个小时直到肉质酥软，然后切厚片带骨装盘，配合海盐的鲜味佐清煮羽衣甘蓝，吃完这道菜足以你参加勒芒耐力赛的能量需求

Chocolate Mouse

Valrhona chocolate glaze coated coconut mouse

椰蓉巧克力慕斯

以椰蓉为基底制作成半圆慕斯，被参入了大黄的巧克力浆包裹起来，椰蓉与巧克力的搭配细腻而柔软，口感甜而不腻





AVAILABLE HOUR: 10:00 – 20:00

BMW i is a comprehensive and ground-breaking concept for sustainable mobility. Which represent green and healthy, from that we designed BMW i set menu focus on providing you the best vegetarian fare possible, made freshly and nutritional balanced.

BMW i是电动汽车里具有突破性的创意，它代表着绿色与环保。根据这个我们定制了BMW i套餐方便了越来越多的素食者更容易做出选择，所有的食材选材新鲜，并且经过精心的计算所以营养均匀搭配。

BMW i Set Menu

¥ 100

Green Asparagus Soup

Fresh asparagus, cream, sundried tomatoes served with a slice of garlic bread
芦笋汤

新鲜绿芦笋和淡奶油一起煮熟并搅碎过滤成汤，搭配蕃茄干，配一片面包

Faro

Stirred fried Faro with mushroom, onion, broccoli, garlic, thyme and olive oil
蘑菇与麦子

优质的粗粮法老麦，搭配初榨橄榄油和百里香，洋葱，蘑菇还有西兰花一起翻炒后装盘

Passion Fruit Cheese Cake

Rectangular light cheese cake, unbaked, topped with passionfruit jelly
百香果芝士蛋糕

长方形芝士蛋糕，由于用的食材特殊所以并不需要经过烤箱烘烤，顶部浇以百香果果溶成品





BMW
Brand Experience
Centre Shanghai