

## Great appeal at KITZ Culinary x Piedmont 2023

---

### **Another milestone in the concrete implementation of the set action points within the branding process #wirsindKitzbühel**

Kitzbühel Tourism, together with Ivents Kulturagentur Graz, invited guests last weekend to another culinary focal point in the fall. Participants from the region as well as from Piedmont and visitors were equally enthusiastic about the concept.

At the third edition of this innovative cooperation project, regional specialties met delicacies from the Italian region of Piedmont in mid-October in the Kitzbühel City Park. The continuation for next year is already fixed for October 10 to 13, 2024.

### **Kitzbühel x Piedmont**

As a further output and quick win from the constructive workshops held as part of the #wirsindKitzbühel branding process, this event format was created in 2021 in collaboration with the initiator Jürgen Kleinhappl, culinary director of Harisch Hotels and working group leader of Culinary Delights. The presentation of culinary delights of regional businesses in cooperation with partners from Piedmont fits harmoniously into the implementation of this successful pattern.

The third edition of KITZ Culinary Delights x Piedmont convinced from Thursday, October 12 to Sunday, October 15, 2023 in glorious autumn weather and sunshine with delicacies from the two regions of pleasure. Thousands of visitors enjoyed the Italian atmosphere and the associated flair in the Gamsstadt on these days. Also the offered truffle specialities, hazelnut variations and selected wines as well as liquors from the region Piedmont found large approval. KITZ Culinary x Piedmont was musically framed with live music by DJ Rino(io) & Nicolò Loro Ravenni and Elisa Paladin & The Sugar Notes.

### **Indulgence at the highest level**

On the menu at KITZ Culinary x Piedmont was a diverse range of dishes: from Kitzbühel organic egg with spinach and white Alba truffle foam to tagliolini with freshly grated Alba truffle to veal ragout with truffle mousseline and braised osso buco with root vegetables and truffled celery puree. Dishes such as risotto in kinara, gnocchi di patate and antipasti plates were also offered at the stands in the city park.

"It is a special concern of Kitzbühel Tourism to take the golden autumn more in communication and present it as the perfect season for a culinary active vacation. Together with interested businesses, we are planning further focal points next year in order to create attractive offers," says Dr. Viktoria Veider-Walser, Managing Director of Kitzbühel Tourism, looking to the future.

### **#wirsindKitzbühel with a focus on culinary arts**

A central field of action from the future vision developed together with 70 committed Kitzbühel residents describes the topic of cuisine, which already occupies a special position with the extensive range of offers. Following the jointly developed PURA VIDA concept, the two KITZ Kulinarik event formats represent further successful examples of good cooperation and appreciative interaction with the region's service providers.

Based on the output from the meetings, Kitzbühel Tourism additionally positioned culinary arts as a central theme for the fall in order to create a focus with qualitative activities. After kicking off the culinary autumn with KITZ Kulinarik at the beginning of September, the innovative concept in cooperation with Piedmont was also a complete success. The Kitzbühel Gourmet Guide again presented all participating establishments with individual gourmet tip clips on social media this year.

You can find all information at [kulinarik.kitzbuehel.com](https://kulinarik.kitzbuehel.com)

All information about the destination Kitzbühel can be found at [kitzbuehel.com](https://kitzbuehel.com)

Contact: Kitzbühel Tourism | Hinterstadt 18 | 6370 Kitzbühel

[info@kitzbuehel.com](mailto:info@kitzbuehel.com) | [www.kitzbuehel.com](https://www.kitzbuehel.com) | +43 5356 66660