

Successful start to the culinary Kitzbüheler autumn

Thousands of visitors at the third edition of the new event format KITZ Kulinarik.

06.09.2022 / Last weekend, Kitzbühel Tourism, together with regional service providers, invited visitors to the 750-year-old Kitzbühel town centre to taste the local delicacies. Participants and visitors alike were enthusiastic about the concept.

KITZ Culinary 2022

On 2nd and 3rd September, regional partners pampered more than 10,000 visitors in the entire Kitzbühel city centre with traditional home cooking and haute cuisine. Local producers and restaurateurs from the four towns of Kitzbühel, Reith, Aurach and Jochberg presented a diverse range of authentic dishes with a regional flavour at more than 20 gourmet stations: from chanterelle goulash with truffled bread dumplings to braised local lamb and grilled veal escalope to Kitzbühel choux pastry doughnuts with gamba tartare. The classics among the traditional dishes such as Kaspressknödel, Topfenblattn and Gerstlsuppe also invited both locals and guests to taste and linger.

The theme of sustainability was also in focus at KITZ Kulinarik 2022: short distances for ingredients, as they are produced locally, combined with compostable or reusable tableware, no disposable bottles and the best possible avoidance of plastic composites.

KITZ Kulinarik was musically framed on Friday with live music by the popular Vierklang and Onk Lou and on Saturday by the two Austrian singer-songwriters Amelie Tobien and David Era. The first day of the event also saw the last square concert of the year by Stadtmusik Kitzbühel.

Successful concept

Kitzbühel Tourism is extremely positive about both days of the event. The organiser, the participants and above all the visitors were delighted with this culinary kick-off to this year's Genussherbst with a very special flair in the Vorder- and Hinterstadt.

Deputy Managing Director of Kitzbühel Tourism Stefan Pühringer would like to take this opportunity to thank everyone for the excellent cooperation in the joint project KITZ Kulinarik: "We are very pleased that the kick-off event for our autumn #Genusssmoment campaign with its focus on culinary delights was once again so well received. Alongside PURA VIDA Kitzbühel, this event format is another example of excellent cooperation and appreciative interaction with our service providers. Special thanks go to the Kitzbühel Tourism team, who put their heart and soul into KITZ Kulinarik before, during and also after this weekend." The continuation for 2023 has already been fixed and is to take place from 01 to 02 September 2023.

#wirsindKitzbühel in implementation

After KITZ Kulinarik is before KITZ Kulinarik x Piemont. Kitzbühel Tourism is setting another culinary focus in mid-October and is organising a culinary cooperation project with the Piedmont region for the second time. This event format also represents the next Quick Win of the Culinary Delights working group, which was initiated by Kitzbühel Tourism as one of the five success patterns in the branding process. Because even in the development of the new image of the future of Kitzbühel, on which around 70 Kitzbühelers have been working

together and voluntarily since the previous year, the topic of culinary delights continues to significantly shape the Kitzbühel brand. After the jointly developed PURA VIDA concept, KITZ Kulinarik is another successful example of good cooperation and appreciative interaction with the region's service providers.

KITZ Culinary x Piedmont

From 13th to 16th October 2022, KITZ Kulinarik x Piedmont will make gourmets' hearts beat faster. This liaison creates new taste experiences: Kitzbühel delicacies meet tasty products from the Piedmont region - the land at the foot of the mountains in north-western Italy. Look forward to local delicacies with truffles as well as pasta, cheese, wine and typical products such as hazelnuts in many variations from Alba. The high-quality gourmet market invites you to stroll, taste and take away.

All information can be found at kulinarik.kitzbuehel.com

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