

Successful start to the Kitzbühel #Genussherbst

Thousands of visitors at KITZ Kulinarik.

Kitzbühel Tourism, together with regional service providers, invited guests to a tasting of culinary specialities in the 750-year-old Kitzbühel town centre last weekend. Participants and visitors were equally enthusiastic about the fourth edition of the adapted event format.

KITZ Kulinarik 2023

On 1 and 2 September, in bright sunshine, regional partners spoiled thousands of visitors in Kitzbühel's Vorderstadt and Hinterstadt with traditional home cooking and haute cuisine. Local producers and restaurateurs from the four towns of Kitzbühel, Reith, Aurach and Jochberg presented a multifaceted range of 35 authentic dishes with regional and seasonal references at around 20 gourmet stations: from chanterelle goulash with bread dumplings to spare ribs from local free-range pigs and venison goulash to marinated goat's cheese with oxalis. The classics among the traditional dishes such as Gerstlsuppe, Kaspressknödel, Topfenblattln and Moosbeerschmarrn also invited both locals and guests to taste and linger.

The 5+1 voucher campaign initiated for the first time by Kitzbühel Tourism to encourage the tasting of several specialities was very well received. 17 hours of KITZ culinary delights were framed by 12 hours of live music from the popular 4-Klang, Italo singer Gabriele Ricci, the Tyrolean cult band Chevy 57 and Thomas Daubek with Vanessa Pasolli and guitarist. On the first day of the event, the Stadtmusik Kitzbühel also held its last square concert of the year. Local exhibitors presented regional products, local handicrafts and culinary delicacies at the Genussmarkt on Saturday from 08:00 a.m.

Successful concept

Kitzbühel Tourism is extremely positive about both days of the event. Organisers, participants and above all visitors were delighted with the culinary start to this year's #Genussherbst with the presentation of regional and seasonal delicacies from local businesses.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser would like to take this opportunity to thank everyone for their excellent cooperation in the joint project KITZ Kulinarik: "The presentation of culinary delights from our regional businesses as part of our Genussherbst in the over 750-year-old town centre fits harmoniously into the implementation of the successful pattern Culinary Delights as part of the branding process #wirsindKitzbühel. We would like to thank all participating businesses at KITZ Kulinarik. Until KITZ Kulinarik x Piemont, we also invite you to visit our 21 gourmet establishments from our Kitzbühel Gourmet Guide." The continuation of KITZ Kulinarik next year is already fixed for 30 and 31 August 2024.

#weareKitzbühel in implementation

After KITZ Kulinarik is before KITZ Kulinarik x Piemont. Kitzbühel Tourism sets another culinary focus in mid-October and hosts a culinary cooperation project with the Piedmont region for the third time. This event format also represents another 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 Kitzbühel

residents have been working together and voluntarily since 2021, 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 Kulinarik x Piemont

From 12 to 15 October 2023, KITZ Culinary x Piedmont will make gourmets' hearts beat faster and create 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 food on the four days of the event.

All information can be found at kulinarik.kitzbuehel.com

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