

When cuisine meets tradition: KITZ Culinary 2025 in the historic city centre

The Vorderstadt and Hinterstadt districts of Kitzbühel will once again delight visitors with culinary delights on 29 and 30 August 2025.

When regional producers, local restaurateurs and the unique backdrop of the 750-year-old town centre come together, it's time for KITZ Kulinarik again. Over two days, the heart of Kitzbühel is transformed into a stage for authentic culinary experiences – from traditional classics to creative reinterpretations.

With KITZ Kulinarik, Kitzbühel will once again kick off the autumn season of culinary delights in 2025 – sending a strong message about regionality, quality and hospitality – all embedded in a unique atmosphere. Since its relaunch in 2019, this event format has established itself as a culinary highlight in Kitzbühel's calendar of events.

For Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser, cuisine is firmly anchored in the strategy: "Culinary delights from our regional businesses, in the autumnal ambience of the 750-year-old town centre – these are the ingredients that make cuisine in Kitzbühel so special. It is not without reason that the theme of cuisine is a successful model in our brand development process. I am particularly pleased that we have once again been awarded the Green Event Tirol certification this year."

Kick-off to the culinary autumn

The variety of culinary delights on offer in the Kitzbühel region is also the basis for the KITZ Kulinarik event format. With its proven festival character, all signs point to tasting and enjoyment. High-quality products, dedicated restaurateurs and regional producers – these are the ingredients for a weekend of indulgence. On 29 and 30 August 2025, businesses from Kitzbühel and the towns of Reith, Aurach and Jochberg will present authentic dishes with a regional connection in Kitzbühel's 750-year-old town centre, transforming typical local products into autumnal delights – from Tyrolean Topfenblattl and Daumnidei with sauerkraut to venison goulash with Spätzle and sweet classics such as Apfelradl with cinnamon and sugar or Buchteln with vanilla sauce.

Award | Green Events Tyrol

As part of the branding process initiated by Kitzbühel Tourism in 2021, including a vision for the future, on which around 70 Kitzbühel residents have been working together on a voluntary basis since the beginning, not only the theme of cuisine but also New Premium has a significant impact on the Kitzbühel brand. The latter is also anchored in the comprehensive sustainability strategy. Against this backdrop, Kitzbühel Tourism launched the application process last year to have its own event, KITZ Kulinarik, recognised as the first Green Event Tirol in the Kitzbühel region, and was successful.

KITZ Kulinarik is more than just a culinary festival: it is also a Green Event Tirol. Short delivery routes, organic ingredients, reusable and compostable tableware, and the consistent avoidance of plastic are all part of the comprehensive sustainability concept. For the second time in a row, the event has been awarded the coveted Green Event Tirol seal of approval.

Friday, 29 August 2025 from 4 pm

Saturday, 30 August 2025 from 11 am

In Kitzbühel town centre

Further information on events in Kitzbühel can be found at events.kitzbuehel.com