

#wirsindKitzbüchel | Successful second edition of KITZ Culinary x Piedmont

This is another milestone in the concrete implementation of the action points set as part of the branding process.

18.10.2022 / Kitzbühel Tourism, together with Ivents Kulturagentur Graz, hosted another culinary focus in autumn last weekend. Participants from the region as well as from Piedmont and visitors were equally enthusiastic about the concept.

At the second edition of this innovative cooperation project, regional specialities met delicacies from the Italian region of Piedmont in the Stadtpark Kitzbühel in mid-October.

Kitzbühel meets Piemont

As a further output and quick win from the constructive workshops held as part of the brand-building process, this new event format was created last year in cooperation with the initiator Jürgen Kleinhappl, culinary director of Harisch Hotels and working group leader of Culinary Delights. From Thursday, 13 to Sunday, 16 October, the second edition of KITZ Culinary Delights x Piedmont convinced with delicacies from the two gourmet regions in glorious autumn weather and sunshine.

Thousands of visitors enjoyed the Italian atmosphere and the associated flair in the Gamsstadt. The truffle specialities, hazelnut variations and selected wines and spirits from the Piedmont region were also very popular. KITZ Kulinarik x Piemont was musically framed on Friday with live music by two young Tyroleans, the saxophonist Saintro P. and Julien on piano. On Saturday, the Italian trio Daniel Buralli from Florence wandered through the Stadtpark and encouraged those present to sing along to well-known Italian classics.

Workshops and a gourmet tour

This year, rice sommelier Matteo Musso presented the typical PDO product of the provinces of Biella and Vercelli. Those interested learned all about the special features of the cultivation area in northern Italy and the characteristics of the product. The consortia Alba Export Food & Wine and Oltre le Alpi presented the hill country of Langhe, Roero and Monferrato, where grape varieties such as Arnais,

Barbera, Chardonnay and Nebbiolo grow. Both workshops could be attended free of charge and without prior registration at fixed times.

For the first time, there was the opportunity to taste the culinary specialities of all 11 participating stands independently during the enjoyment tour with the previously purchased enjoyment pass: from fine Piedmontese wine to truffle sacchetti and risotto in a Parmesan loaf to waffles with hazelnut filling as dessert and grappa.

The continuation for next year is already fixed for 12 to 15 October 2023. The enjoyment tour and the workshops are also back and additional extensions are being planned.

#wirsindKitzbüchel with a focus on culinary arts

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

Based on the output from the meetings, Kitzbüchel Tourismus additionally positioned culinary as a central theme for autumn in order to create a focus with qualitative activities. After the start of the culinary autumn with KITZ Kulinarik at the beginning of September, the new innovative concept was also a complete success. As part of the campaign "Culinary #EnjoymentMoments in Kitzbüchel Autumn", a specially created enjoyment map with videos, pictures and texts for all participating establishments was created again this year.

All information can be found at kulinarik.kitzbuehel.com.

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