

## **ALPINE DELIGHTS AS FUTURE DIRECTION FOR ZELL AM SEE-KAPRUN**

THE FESTIVAL OF ALPINE CUISINE AND THE CULINARY EVENTS ON THE THEME OF ALPINE DELIGHTS PAVE THE WAY FOR THE REGION TO BECOME A TOP CULINARY DESTINATION

**Zell am See-Kaprun, 25 September 2020: Alpine cuisine means intact nature and a high diversity of culinary traditions. Zell am See-Kaprun has increasingly dedicated itself to the culinary arts since last year, and this autumn, with the second edition of the Festival of Alpine Cuisine on 21 September and special culinary events under the motto "Alpine Delights" from 11 to 27 September 2020, Zell am See-Kaprun offered very special delicacies and highlights for all fans of Alpine cuisine. At the industry event "Festival of Alpine Cuisine" at the Ferry Porsche Congress Center, the course was set for the future with the presentation of the Quintessence of Alpine Cuisine, in which Zell am See-Kaprun and Salzburgerland want to position themselves as an internationally unique cultural, natural and culinary region.**

Especially the nature between glacier, mountain and lake in Zell am See-Kaprun offers the best conditions for culinary delights: many traditions in a small area and short distances between producers and chefs, who create their dishes from local products. "This special potential underlines the importance of purchasing and processing regional products in the kitchen, and the importance that will be attached to this topic in future. Thus, it is a logical step for our region to utilise the natural conditions, and to further develop and enhance its position in the Alpine cuisine and as a top culinary destination in future," says Tourism Director Renate Ecker, summing up the successful autumn event.

### **"ALPINE DELIGHTS" CULINARY EVENTS**

There were plenty of offerings on the topic of "Alpine Delights" in Zell am See-Kaprun from 11 to 27 September 2020. Whether the wide range of signature menus, the Alpine Delights Market, bread baking, brunches or special breakfast creations aboard the boat – gourmets got what their heart desired and were able to experience plenty of Alpine cuisine during the event that lasted almost three weeks.

It all started with the opening event, with show cooking stations for Alpine finger food with a great view to the surrounding mountains, on the Schmittenhöhe on 11 September 2020. The region's top chefs, Niki Lang of Seewirt, Thomas Pichlmaier of Kraftwerk Restaurant, Christian Krachler of Berg-Restaurant Sonnkogel and René Ostler of Eder Hütte, treated the guests to a multi-course menu.

The Gipfelrestaurant on the Kitzsteinhorn and the Gletschermühle restaurant offered "glacier delights", with special dishes from local producers such as the Schultes, Augut and Stechaubauer butchers, over the last few weeks.

Over the course of several evenings, top locations such as Salzburgerhof, Erlhof, Sonnkogel Restaurant and Kraftwerk invited guests to signature menus with innovative and diverse culinary creations. Special delights could be discovered during the murder mystery dinner at the Grand Hotel, with the "Alpin Mediterran" menu at Seehotel Bellevue or the 7-course "Das Vogl & die Region" menu at the restaurant "Das Vogl". At Sonnberg Restaurant, guests immersed themselves in the forgotten culinary delights of the rural smoke room cuisine. Early risers also enjoyed a farmer's breakfast with handmade delicacies at Zell am See's Heimatgold, an Alpine Mountain Brunch at Hotel Cella Central in the town centre or a rose breakfast directly on deck of MS Schmittenhöhe.

The programme also included a workshop on traditional bread baking recipes, reinterpreted at Flo's Restaurant, and wine sampling with the best of local winemakers at Heimatgold. Another highlight was certainly the Alpine Delights Market, with a wide range of products from local producers as well as regional arts and crafts, on 18 September at the Kirchbichl in Kaprun.

## **PRESENTATION OF THE QUINTESSENCE AT THE ALPINE CUISINE FESTIVAL**

Zell am See-Kaprun has already attracted attention in the culinary field with the "Festival of Alpine Cuisine", which celebrated its successful premiere last year. This year's sequel was on a smaller scale due to Covid-19. Nevertheless, the event was attended by Governor Wilfried Haslauer, Agricultural Councillor Josef Schwaiger, Market Researcher Sophie Karmasin as well as renowned names from the culinary world, such as Andreas Döllner, Tyrolean Theresa Rogl and the Austrian National Youth Team of Chefs.

The "Quintessence" was presented at this year's festival. The quintessence contains the principles and philosophy of Alpine Cuisine in ten guiding principles (see below). It was developed in an intensive exchange between all relevant institutions and organisations as well as the leading chefs and culinary artisans in SalzburgerLand, and now forms the basis for the joint efforts to position SalzburgerLand and its Alpine Cuisine internationally as a unique cultural, natural and culinary region.

## **THESE ARE THE 10 QUINTESSENCES OF ALPINE CUISINE:**

### **Q1**

Conservation of the habitat through sustainable use.

### **Q2**

Use of local resources to enhance regional added value.

### **Q3**

Use of alpine food and traditional recipes in the cooperation between agriculture, catering and hotel industry.

### **Q4**

Commitment to freshness, seasonality, regionality, organic produce and preservation.

### **Q5**

Continuous innovation of the Alpine cuisine through creative interpretations of traditional recipes.

**Q6**

Voluntary certification of origin of agricultural and artisan food products in the catering, hotel and retail sectors.

**Q7**

Education and training in the areas of agriculture, artisan food, catering, hotel industry and tourism.

**Q8**

National and international networking of partners and regions.

**Q9**

National and international communication of the specialities of Alpine cuisine.

**Q10**

Making Alpine cuisine a tangible experience

**ABOUT ZELL AM SEE-KAPRUN:**

Glacier, mountains and lake – the all-year round destination of Zell am See-Kaprun in Austria combines the diversity of the Alps. In the unique natural paradise at the edge of the Hohe Tauern National Park, sports enthusiasts, active holidaymakers, families and those seeking relaxation will discover a wide range of experiences in summer and in winter. These include “Gipfelwelt 3,000” on the Kitzsteinhorn - the only glacier ski resort in SalzburgerLand, the Maiskogel family region, the panorama and family mountain Schmittenhöhe, Lake Zell and the multi-award winning 36-hole Leading Golf course. In winter is Zell am See-Kaprun one of Austria’s most attractive winter sports regions. Thanks to the Ski ALPIN CARD ticket network, snow enthusiasts can conquer a total of 408 kilometres of pistes, including the glacier, with just one single ski pass. Tradition and authenticity are reflected in the events and culinary specialties of the region. [www.zellamsee-kaprun.com](http://www.zellamsee-kaprun.com)

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