Press release

In Kufsteinerland the focus is on regional cooking

Cheeses made using Alpine pasture milk, bacon from farmers and toques from Gault Millau

*Good, healthy food can be so easy. At least it is in Kufsteinerland. Here, wonderful regional cuisine has a long tradition, after all, even in the local herds the emphasis is on high quality and providing the best ingredients. The inns and restaurants provide indulgence with hearty Tyrol specialities, just as much as with gourmet cuisine. Cheese made from the milk of cows grazing the pastures, home-made bacon and home-distilled schnapps also have a key role to play at many ‘pleasure-filled’ events, such as ‘Wein Fest’ and the ‘Street Food Market’.*

In Kufsteinerland it is classic dishes using good, regional ingredients that are served. And this is easy to discern in the bacon dumplings, pressed cheese dumplings, made with mountain cheese or Tyrolean grey cheese, and in another classic, Tyrolean ‘Gröstl’, which, in earlier times, used up the left-overs of the Sunday roast. Another speciality is hearty too - ‘Marend’ which is served as a snack or light meal, consisting of bacon, cheese, horseradish and farmhouse bread. In Kufsteinerland people who are passionate about delicious food go directly to the source, where they find excellent local producers from the cheese dairy on the Alpine pasture, to aromatic bacon from the farmhouse butcher, to fine schnapps distillers. In the Alpine lodges, guesthouses and toque-awarded inns, it is Tyrolean produce that has a key role to play. The best pre-requisites for a tempting exploratory tour of Kufsteinerland.

**Watching the Alpine dairymen and schnapps distillers while they work**

That here in Kufsteinerland only high-quality ingredients are used and that these are used in a wholly traditional and careful manner is something that gourmets get to see for themselves. Many working businesses open their doors, inviting people in to watch and to sample; a particularly authentic type of ‘experience’ gastronomy. Visits to the dairies, such as Aschinger Alm near Ebbs, Ackernalm above Thiersee and Hatzenstädt organic dairy in Niederndorferberg, can ideally be combined with a mountain excursion. Small family businesses, like Messerschmied distillery in Ebbs, Brennoase in Langkampfen and Höck distilleries in Schwoich and Stix in Thiersee traditionally distil, using lots of locally grown fruit.

The small, yet perfectly formed Bierol brewery in Schwoich promises lots of special treats, where speciality beers are hand-crafted.

**Celebrations and enjoyment – a whole year packed full of culinary high points**

People in Kufsteinerland like to enjoy themselves. They don’t just enjoy good cuisine, with genuine Tyrolean specialities. The topic of ‘good food and drink’ is emphasised all year long at celebrations and events. Regional and international, at ‘KUlinaria’ pleasure festival and the Street Food Market in the centre of Kufstein in May, when over the Fischergries the aroma of local dishes and exotic meals draws you in, creating a tempting combination, and where visitors get to enjoy a flavourful round-the-world-trip to their hearts’ content. In July ‘Weinfest’ is on the agenda in Kufstein, where wine lovers get to sample produce from winegrowers from winegrowers in Kufstein’s twin towns - Langenlois and Rovereto – in the municipal park. Served, of course, in glasses made by world-renowned Kufstein glass manufacturer, Riedel. Another highlight is the ‘Nacht des Genusses’ in September in Niederndorf, when the centre of the village becomes a festival area, delicious regional foods are served, with hand-crafts and fashion shows also presented. At the ‘Herbst Genusstag’ in Kufstein the focus is on regional specialities such as aromatic Alpine cheese, hearty sausages, Bavarian doughnuts and Zillertal doughnuts, and visitors will also be inspired by the many, quality Tyrolean handcrafts presented.

**A perfect start to the day. Breakfast on the mountain**

An ideal pleasure-filled combination. In the morning, a relaxed hike to an idyllically located Alpine inn. Once they reach the top, nature-lovers can sit on the bench in the morning sunshine and take in the fantastic views, then enjoy being served a delicious breakfast by the Alpine herdswoman. Freshly baked farmhouse bread, Alpine cheese, bacon, home-made butter and fruity jams, as well as wonderfully aromatic coffee. Also very tempting – the events for Natur.Küche Kufsteinerland, where food is served at unusual locations. Incidentally, such unforgettable pleasure-filled experiences are very popular gifts for friends and relatives, enabling them to discover Kufsteinerland’s culinary aspects. Gift vouchers for all events are available from Kufsteinerland tourist association.

*Kufsteinerland*

*Kufsteinerland is the „gateway to the Tyrol Alps“: As the most accessible Alpine living environment, the region offers a unique mix of the traditional and the contemporary, nature and wellness, culture and events, such as sports and cuisine. Nestling in pristine natural surroundings, Kufsteinerland is fantastic for an activity-based holiday and still is a place that provides relaxation and tranquillity. Young and old; big and little alike can choose holiday activities that they will remember for a long time to come.*

*More information available at www.kufstein.com.*

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