

Kitzbühel Tourism presents KITZ Kulinarik 2023

Culinary prelude to the Kitzbühel Genussherbst.

Autumn in Kitzbühel is a festival for the senses. KITZ Kulinarik kicks things off at the beginning of September when the region's culinary virtuosos invite you to taste local delicacies in Kitzbühel's town centre.

Culinary delights belong to Kitzbühel like the Streif belongs to the Hahnenkamm. The variety of culinary delights in the Kitzbühel region is also the basis for the KITZ Kulinarik event format. With its designated festival character, all signs point to tasting and enjoying. The focus of the participating KITZ Kulinarik partners is therefore on the presentation of regional products with stories that can be told and experienced at the same time.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is looking forward to the upcoming KITZ Culinary Weekend: "The presentation of culinary delights from our regional businesses in the over 750-year-old town centre fits harmoniously into the implementation of the successful Culinary Delights pattern as part of the #wirsindKitzbühel branding process. Following our jointly developed PURA VIDA concept, this event format is yet another example of the good cooperation and appreciative interaction with our service providers. KITZ Kulinarik is also the kick-off event for our autumnal #Genussmoment campaign, a multi-channel campaign with a focus on culinary delights and special offers - with the involvement of the participating businesses".

Culinary #Genussherbst

High-quality products, committed restaurateurs and regional producers - all these are the ingredients for a weekend full of pleasure. On 1 and 2 September 2023, businesses from Kitzbühel and the towns of Reith, Aurach and Jochberg will present authentic dishes with a regional flavour in the 750-year-old Kitzbühel town centre and process typical, local products into autumnal delights and extraordinary treats. In addition, Kitzbühel Tourism is very concerned to consciously pay attention to the issue of sustainability. Short distances for ingredients, as they are produced locally, combined with compostable or reusable tableware, no disposable bottles and the best possible avoidance of plastic composites.

The menu at KITZ Kulinarik features a diverse range of dishes - from Tyrolean taco to venison noble goulash and spare ribs from local free-range pigs to fresh goat cheese with oxalis. Traditional dishes such as Gerstlsuppe, Kaspressknödel, Topfenblattln and Moosbeerschmarrn are also on offer at the 20 or so stalls in the Vorder- and Hinterstadt. Let yourself be entertained and pampered with wonderful regional delicacies in the special flair of the Gamsstadt.

KITZ Kulinarik will be accompanied by live music from 4-Klang, Chevy 57, Gabrielle Ricci, Thomas Daubek and Vanessa Pasolli on Friday and Saturday. As every Saturday, local exhibitors will be offering regional products, local handicrafts and culinary delicacies to enjoy at the Kitzbühel Genussmarkt from 08:00.

Friday, 01. September 2023 | from 4:00p.m. to 10:00 p.m.

Saturday, 02. September 2023 | from 11:00 a.m. to 22:00 p.m.

TIP | 5+1 KITZ Culinary Vouchers in the ExperienceShop

If you buy five vouchers for KITZ Kulinarik worth EUR 12.00 each, you will receive one voucher worth EUR 12.00 free of charge. The vouchers can be redeemed at all KITZ Kulinarik stands on 01 and 02 September 2023. The vouchers are available online in the ErlebnisShop at erlebnis.kitzbuehel.com as well as in the ServiceCenter of Kitzbühel Tourism and at the KitzShop stand at KITZ Kulinarik.

#wirsindKitzbühel in implementation

Even in the development of the new image of the future of Kitzbühel, on which around 70 Kitzbühel residents have been working together on a voluntary basis since 2021, the topic of cuisine continues to have a significant influence on 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.

The next culinary event highlight is KITZ Kulinarik x Piemont. From 12 to 15 October 2023, this innovative cooperation will bring together regional specialities and products from the Piedmont region in the Kitzbühel Stadtpark to create new taste experiences. Culinary Kitzbühel delicacies as well as white truffles and other typical products such as hazelnuts and tajarin from Alba invite you to stroll and taste during these days.

All information can be found at kulinarik.kitzbuehel.com

Press enquiries: Mag. (FH) Anna Lena Obermoser, MA
a.obermoser@kitzbuehel.com | presse.kitzbuehel.com | +43 5356 66660-16