

## #weareKitzbühel | KITZ Culinary and Piemont

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### Another quick win from the branding process

In mid-October, Kitzbühel Tourism is setting another culinary focus and, together with Ivents Kulturagentur Graz, is organizing a culinary cooperation project with the Italian region of Piedmont for the second time.

After the start at the beginning of September, KITZ culinary art meets the Italian region of Piedmont in the Kitzbühel city park in mid-October, presenting regional specialties from Kitzbühel and Alba.

Kitzbühel meets Piedmont High-quality products, dedicated restaurateurs and regional producers - all of these are the ingredients for enjoyable days in the Kitzbühel Stadtpark. At KITZ Kulinarik x Piemont from October 13th to 16th, 2022, Kitzbühel specialties meet products from the Italian region, which lies in the northwest at the foot of the mountains and is known for its culinary treasures.

The high-quality event concept invites you for the second time to stroll, taste and take away in the Kitzbühel city park from Thursday to Sunday in mid-October. "Top quality and the creation of new taste experiences are our top priority. We rely on delicacies from the Kitzbühel and Alba regions and refine them with truffles," says Jürgen Kleinhapfl, gastronomic manager of the Harisch Hotels, initiator of KITZ Kulinarik x Piemont and working group leader of Culinary Delights as part of the branding process. Promising liaison This innovative cooperation between the two gourmet regions creates new taste experiences. In addition to local Kitzbühel delicacies, Piedmont offers the best from Alba, above all the world-famous white Alba diamond and numerous exquisite and high-quality truffle specialties. Gourmet hearts will enjoy other typical products such as hazelnuts, tajarin and rice from the Baraggia area. Special wines from the Langhe Territory such as Barolo, Barbaresco and Nebbiolo d'Alba round off the culinary taste experience alongside exclusive aperitifs and grappas. KITZ Kulinarik x Piemont will be musically framed on Friday and Saturday with live music by the Tyrolean saxophonist Saintro P. and the Italian trio Daniel Buralli. As every Saturday, local exhibitors offer regional products, local craftsmanship and culinary delicacies to enjoy at the Kitzbühel Gourmet Market from 8:00 a.m. Thursday, October 13, 2022 | 2:00 p.m. to 7:30 p.m Friday October 14, 2022 | 10:00 a.m. to 7:30 p.m Saturday October 15, 2022 | 10:00 a.m. to 7:30 p.m Sunday October 16, 2022 | 10:00 a.m. to 5:00 p.m TIP | Workshops and pleasure tour The rice sommelier Matteo Musso presents the typical DOP product of the provinces of Biella and Vercelli. You will learn everything about the peculiarities of the cultivation area in northern Italy and the properties of the product. The Alba Export Food & Wine and Oltre le Alpi consortia will take you to the Langhe, Roero and Monferrato hills, where grape varieties such as Arnais, Barbera, Chardonnay and Nebbiolo grow. Learn more about the world-famous Piedmontese DOC wines under expert guidance. From fine Piedmontese wine to truffle sacchetti and risotto in a Parmesan loaf to waffles with hazelnut filling as dessert and grappa, there is the opportunity to taste yourself at any time on the offered culinary tour at the 11 different stands through Piedmont. Participation in both workshops is free of charge and possible without registration at the set times. Tickets for the pleasure tour are available from Kitzbühel Tourismus and at the Alba Export stand. #wirsindKitzbühel in the implementation Even with the development of the new vision of Kitzbühel, on which around 70 Kitzbühel residents have been working together and on a voluntary basis since the previous year, the culinary theme continues to have a significant impact on the Kitzbühel brand. After PURA VIDA and KITZ Kulinarik, KITZ Kulinarik x Piemont is another successful example of good cooperation and respectful cooperation with the top performers in the region.

All information can be found at [kulinarik.kitzbuehel.com](http://kulinarik.kitzbuehel.com) Press inquiries: Mag. (FH) Anna Lena Obermoser, MA [a.obermoser@kitzbuehel.com](mailto:a.obermoser@kitzbuehel.com) | [presse.kitzbuehel.com](mailto:presse.kitzbuehel.com) | +43 5356 66660-16