

# WINTER 2020/21 TASTE Ski amadé



## TASTE Ski amadé – The finest flavours from Austria’s mountains

New Enjoyment Ski Routes, the Highest Farmers’ Market in the Alps and outstanding regional produce

Ski amadé promises an unmistakable variety of tastes and experiences, even in Winter 2020/2021. Various initiatives - such as Ski & Wine Enjoyment, the Highest Farmers’ Market in the Alps and the Enjoyment Ski Routes - highlight the regions’ culinary expertise. And at the core of all TASTE Ski amadé offers you will find regional produce.

### Regionality and hospitality guarantee moments to be savoured

Warm farmhouse bread at a rustic hut or delicious „Topfenstrudel“ (cream cheese strudel) in a modern mountain restaurant: the perfect excuse for a break when served by such charming hosts. And it is precisely these moments of indulgence that Ski amadé’s culinary initiatives are all about. Austria’s greatest ski paradise supports its regional producers, with many huts sourcing their ingredients from the valley or even from their own farms. The fusion of regionality and sustainability works because the local people enjoy and value this type of cuisine, thus making it readily available to their guests.

### Ski- & Wine Enjoyment – served with plenty of charm at outstanding huts

Ski huts that offer their guests a wide range of Austrian wines and regional dishes of the highest quality are certified as Ski & Wine Enjoyment establishments across Ski amadé. In Winter 2020/2021 there will be a total of 28 huts, selected in cooperation with Austrian Wine Marketing and distinguished with a plaque by their entrance. In the first season after lockdown it is of particular importance that the traditional table service continues, as it reduces contact with other guests. This service also means that expert staff are always on (socially-distanced) hand to make food and wine recommendations and serve you the very best that Austria has to offer.

### Culinary highlights at the Ski & Wine Enjoyment Week and the Highest Farmers’ Market in the Alps

There is one week which marks the culinary height of a ski holiday: the 13th to 20th March 2021. This is when the Ski & Wine Enjoyment Week takes place across the five regions of Ski amadé, with 27 hotels creating exclusive culinary packages around the „Skiing and Austrian Wine Enjoyment“ theme. The Highest Farmers’ Market in the Alps takes place in the same week and gourmets ski from hut to hut, working their way through the wonderful delights at a total of 28 stalls. Regional farmers and producers offer their own specialities, and cheese, schnapps, jam, tea and more can be found at the ski huts. Skiers can sample and purchase these in between runs – just like at a traditional farmers’ market, but high up in the Alps! This coming season Ski amadé will also be organising various open-air events – outdoors and with plenty of space, of course.

## Test the best insider tips from locals along the new Enjoyment Ski Routes

There are 11 routes in total that bundle Ski amadé's best culinary tips from locals. The individual tour stops introduce you to Austria's unique ski hut atmosphere and regional delights. They perfectly complement a day's skiing, enabling you to really get to know the regions and ski areas in an especially delicious way. All you need is a valid ski pass and a desire to make culinary discoveries.

The Regional Enjoyment Ski Routes are a new addition for Winter 2020/2021. The idea came about because many of the huts offer high-quality products from regional producers or even their own, and it is these establishments that you can stop at along the way. The routes have been designed so that skiers can cover the individual stops in one day, but you can also decide to visit just a few select ones. Each of the five Ski amadé regions has at least two Enjoyment Ski Routes, which lead you to their insider tips and culinary highlights. The routes are available free of charge (excluding food and drink at the huts) in the "Ski amadé Guide" app and on the Ski amadé website.

## Ski amadé MADE MY DAY – individual experiences or whole days filled with moments of delight

Guests can enjoy the ski huts' culinary delights every single day of their stay. However, those looking for an extra special highlight or day of indulgence should take a look at the Ski amadé MADE MY DAY offers.

The packages guarantee culinary Wow moments, such as breakfast at 2,700 m on the Aluminiumkugel in Sportgastein, followed by backcountry descents. Or the Königstour that leads you to culinary heights with a three-course menu spread across three different huts and a complimentary side of incredible mountain views. In Großarl you can tuck into the gondola dinner after having explored the ski area with a local guide, who will be more than happy to let you in on all of the insider tips.

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### Information for Ski amadé guests:

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