

WINTER 2021/22 TASTE Ski amadé



TASTE Ski amadé – The best flavours from the Austrian mountains

New regional Enjoyment ski routes and, for the first time, sparkling wine at the Ski and Wine Enjoyment Week

Local and high quality enjoyment in combination with diverse taste experiences and culinary highlights. This is guaranteed in Austria's greatest skiing paradise with the "TASTE Ski amadé" initiative. In the 2021/2022 winter season, new Enjoyment ski routes, the Ski and Wine Enjoyment Week and the Highest Farmers' Market in the Alps are among the culinary experience options offered by Ski amadé. This makes it quick and easy to discover your own personal gourmet experience. The focus is always on local products, first class service, freshly prepared local dishes and Austrian, certified quality wines.

Local and seasonal enjoyment with the best service and high sustainability

Oven-warm farmhouse bread served in a quaint hut or a delicately filled curd strudel in a modern mountain restaurant: in combination with welcoming hosts, these dishes make for the perfect stop. And it is precisely these moments of enjoyment that are the focus of Ski amadé's culinary initiatives. Regional producers are promoted in Austria's greatest skiing paradise, as many huts source their products from the valley or even from their own farms. This ideal combination of regionality and sustainability works because the local people like and appreciate precisely this culinary experience and thus also make it possible for their guests.

Ski and Wine Enjoyment in award-winning huts with excellent service and local dishes

Local delicacies, selected wines and freshly prepared dishes combined with excellent service, that's what the Ski amadé Enjoyment partner huts offer. In addition to the traditional mountain restaurants, there are also restaurants which have received awards from Gault&Millau and Falstaff.

With the competence partner Austria Wine Marketing, the Ski and Wine Enjoyment establishments are certified and the quality of the offers is checked regularly. In the 2021/22 winter season, a total of 28 Enjoyment partner huts and 30 Enjoyment partner hotels are waiting to spoil guests with culinary delights. During their next stop, sporty gourmets can sample Austria's best and finest wines in the exquisite huts and enjoy fresh food produced directly on site.

The range of Austrian wines is varied, at least three open red and three open white wines are offered to go with the extensive wine range to be enjoyed on the sun terraces. The Enjoyment partner huts offer the exclusive opportunity to enjoy the limited amadé white and amadé red wines. These Austrian wines are selected by the Enjoyment partners of the certified huts and hotels in autumn each year for the upcoming winter season at a tasting. A new feature in the 2021/22 season is that for the first time a sparkling wine from an Austrian region will also be included in the limited range of amadé wines.

Of course, in the first ski season after the lockdowns, the safety and well-being of the guests are also very important to the hut operators. Competent service ensures that food and drinks are served directly to the table, reducing contact with other guests. In addition, one receives expert advice from staff who are familiar with the wide range of dishes on offer and help to find the right dish and wine for every occasion.

A culinary feast during the Ski and Wine Enjoyment Week and at the Highest Farmers' Market in the Alps

Those who want to experience authentic moments of enjoyment during their skiing holiday should also make a note of the Ski and Wine Enjoyment Week. The 28 Enjoyment partner huts and the 30 Enjoyment partner hotels invite you to a week around the theme of "Skiing and Austrian wine" from the 12th to the 19th of March 2022. A weekly package (including seven nights) or a short package (including three nights) can be booked at the hotels. The package week includes a culinary highlight per accommodation as well as a 6 day ski pass for Ski amadé. In addition, many different wine and gourmet events take place in the valley and also with the Enjoyment partners on the mountain during the week, such as the gondola dinner, the vineyard gondola on the Hochkönig or also the "wine roas" and the big bottle digging in GroBartal.

Another special outdoor event for every skier is the "Highest Farmers' Market in the Alps". It is part of the Ski and Wine Enjoyment Week and was launched in 2015. Just like at a farmers' market in the valley, farmers and producers present their home-made products at over 25 market stalls directly at the ski huts. Fresh food such as cheese, ham, sausage, jam and tea can not only be purchased, but also sampled beforehand. The very highest market stall is located on the Kreuzkogel in Sportgastein at 2,700 metres above sea level and thus also the highest point in all of Ski amadé. There is of course plenty of space and distance for outdoor tasting.

Enjoyment ski routes: Tips from the locals in all five Ski amadé regions

Those who want to get to know not only the ski areas but also the culinary specialties of Ski amadé have the opportunity to do so on a total of 13 ski routes. On the way at the individual tour stops you can enjoy the unique Austrian ski hut culture in combination with regional delicacies and a good deal of comfort. A different specialty is recommended at each hut on the routes. This is also the best way to discover the individual regions and ski areas. To take one of the ski routes, you need a valid ski pass and the anticipation of culinary delights. The stopping-off points are designed so that skiers can visit them in one day. Or you can pick out your personal favourites. In total, the five regions of Ski amadé each offer at least one Enjoyment ski route. The routes are free of charge and can be found in the "Ski amadé Guide" app and on www.skiamade.com/taste.

Also new in the 2021/2022 winter season are the regional Enjoyment ski routes. Tips from locals have been incorporated into these routes to promote local production on site. For example, many huts produce high-quality food and the main ingredients of traditional dishes themselves or source them from producers directly in the region. For example, the Alpengasthof Kogelalm in Wagrain offers local ingredients for breakfast. The bread is bought from the local baker Steinbauer. The Wagrainnerhaus serves spare ribs from the local butcher Schitter. The Galler Inn in Kleinarl in Salzburg's Sportwelt uses apples grown on the premises to make homemade apple strudel. And at the Hirschen Hütt'n on the Stubnerkogel in Bad Gastein, trout from their own pond are smoked, processed and served on the plate themselves.

Information for Ski amadé guests:

Ski amadé Serviceline:

T. +43 6452 4033366
E. urlaub@skiamade.com
www.skiamade.com/taste

Information for media:

Ski amadé

Dr. Christoph Eisinger
Prehauserplatz 3, 5550 Radstadt
T. +43 6452 20202-0
E. presse@skiamade.com
www.skiamade.com

genböck pr + consult

Nina Genböck
Märkisches Ufer 28, 10179 Berlin
T. +49 30 22487701
E. nina.genboeck@genboeckpr.de
www.genboeckpr.de