

Winter 2021/22

Moments

in Kufsteinerland

***Walking
wonderland***

Premium trails
in Kufsteinerland

Multi-stringed

An insight into harp-making

The youngest gingerbread baker

Florian Kitzbichler – a portrait

A strong spirit in the glass

Brennerei Stix distillery in Thiersee

K
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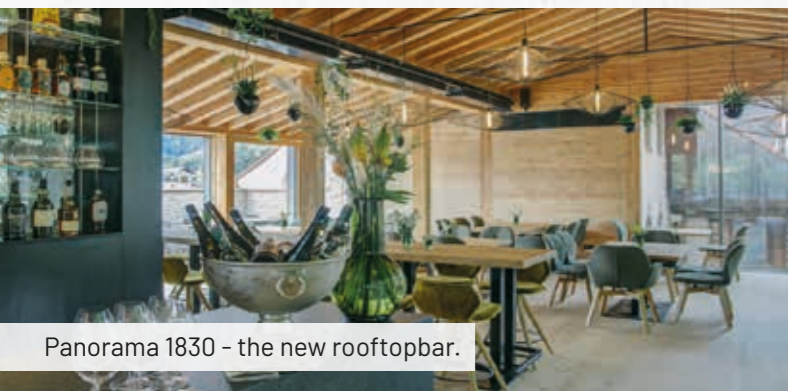
Gin Bar Stollen 1930



Gourmet breakfast buffet



Dreamy (gourmet) moments guaranteed!



Panorama 1830 - the new rooftopbar.

B

*ecause
we love stories*

Dear reader,

Stories have always been part of being human. Essentially 'storytelling' was already taking place 45,000 years ago. The world's oldest cave paintings also date from this period and were discovered in Indonesia. From Gutenberg's printing press to the invention of radio and sound broadcasting and the internet – platforms for storytelling have grown rapidly over time. But one thing which links them all is the value of a good story. Stories can transport us into previously undiscovered worlds; they can inspire us, move us, entertain us and satisfy our thirst for knowledge. Kufsteinerland is a treasure trove of stories. And some of them are featured here in the following pages of our MOMENTS magazine.

We present some beautiful, award-winning walking trails where you can experience the delicate idyllic winter at its best and we introduce the new Nordic Centre in Schwoich – a home for cross-country and biathlon. We also learn more from Otto Zangerle about one of the oldest instruments in the world. The harp-maker from Ebbs has spent years fine-tuning innovative models which now sound out in some of the most beautiful locations in the world. The tale of Hans Stix has a gourmet twist as he celebrates the fine art of schnapps distilling in Thiersee with the love of his life. In the latest edition, we have also taken a glimpse into the everyday working life of the organic Bio-Angererhof farm in Bad Häring. The Egger family skilfully demonstrate how regional and sustainable values can be combined in agriculture. We also visit a meeting place in Kufstein: Mona and Lisa Linzmaier, the founders of the Lebensmittelpunkt association, are creating a space for new ideas and inspirations. These and many more stories await in the new edition of MOMENTS magazine.

We hope you enjoy the read!



Photo: VANMEY Photography



Georg Hörhager
Chairman of the Kufsteinerland Tourist Board

K

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Reading material

from Kufsteinerland.

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The fortress in pictures

In our photo gallery, we present some of the most beautiful images of the historic Kufstein Fortress.

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Walking wonderland

In winter, Kufsteinerland is clad in white. The magic of the cold season is brought to life with a walk through the snowy backdrop. We present three certified premium trails.



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Meeting space

Mona and Lisa Linzmaier have set up a meeting place in Kufstein. With their 'Lebensmittel' association, the sisters have created a space for new ideas and thought processes..



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A strong spirit in a glass

In his interview, Hans Stix offers an exciting glimpse behind the scenes of his schnapps distillery in Thiersee. Here he has produced award-winning brandies and exceptional gin with the love of his life, Kathi.

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Getting off to a flying start

Thanks to the start-up contest STADTUP Kufstein, there will be fine innovative new shops on the popular shopping streets of this fortress town in the future. We present the new hotspots.

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Honest work & authentic regionality

Maria and Mathias Egger work in harmony with people, animals and nature at their organic Bio-Angererhof farm in Bad Häring. The couple explain in this magazine why they have chosen this path.



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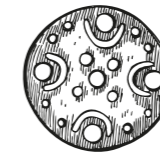
Multi-stringed

Otto Zangerle has made a profession of one of the oldest musical instruments in the world. Today the sounds of his innovative harps sound out across the world.

40

The youngest 'Lebzelten' gingerbread baker

Florian Kitzbichler is injecting a breath of fresh air into an ancient profession. As Austria's youngest 'Lebzelten' gingerbread baker, he is applying his passion and expertise to produce a range of 'Lebzelten' gingerbread in Niederndorf.



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Nordic Mecca

In Schwoich, a new centre is being established for youth and mass sports. The building with the impressive working title of 'Nordic centre' will be formally opened in summer 2022.

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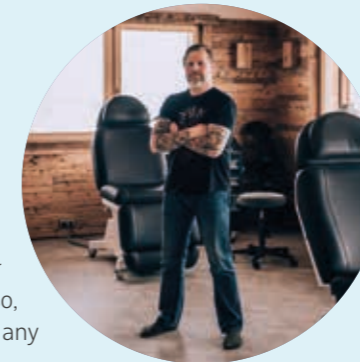
In his days

In the magazine, we highlight the life of Adolf Pichler. The discoverer of the Tischofer Cave in the Kaisergebirge mountains was also a dedicated writer.

50

The tattooing rifle association captain

Tattooist, artist, rifle association captain – three highly controversial roles! Paul Madreiter from Langkampfen brings them all together under one hat and in doing so, forcefully sweeps aside any dusty old clichés!



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Well-informed to start the holiday!

We present some helpful tips to make your time out in Kufsteinerland even more unforgettable.



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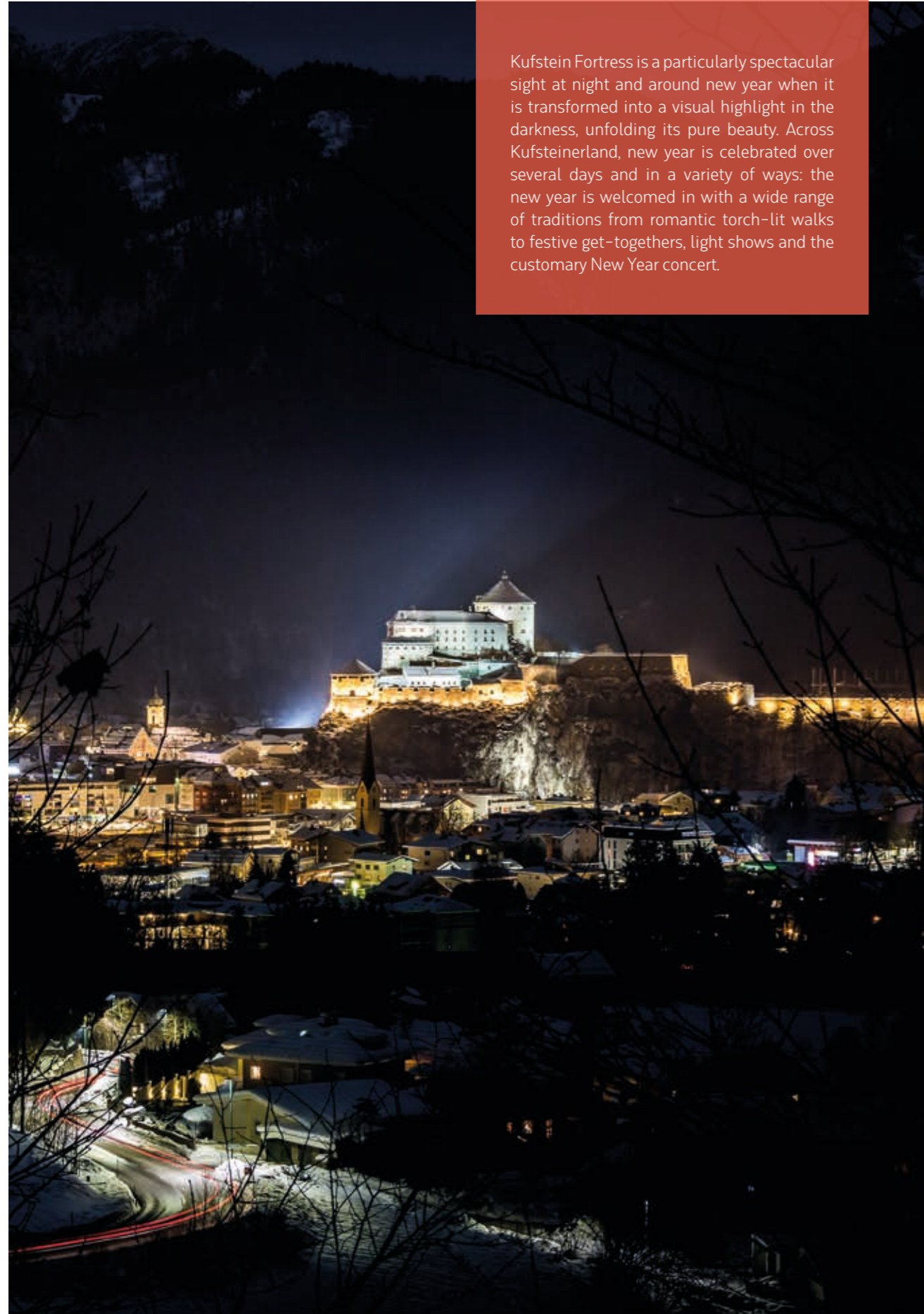
- in the district of Egerbach in Schwoich in Kufstein
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Wintery beauty

Surrounded by a unique landscape of snow, Kufstein Fortress also defines Tyrol's second-biggest city, even in the cold season. It towers supreme on a 90m high rock right above the river Inn. Today the imposing structure, first documented in 1205, is one of the most appealing excursions in the region: in addition to an impressive outdoor area and characteristic fortifications, the approx. 24,000 m² site is also home to numerous museums and special exhibitions.





Kufstein Fortress is a particularly spectacular sight at night and around new year when it is transformed into a visual highlight in the darkness, unfolding its pure beauty. Across Kufsteinerland, new year is celebrated over several days and in a variety of ways: the new year is welcomed in with a wide range of traditions from romantic torch-lit walks to festive get-togethers, light shows and the customary New Year concert.



The Heroes' Organ in the Bürgerturm tower of Kufstein Fortress was built in 1931 to commemorate those who perished in the First World War. With 4,948 pipes and 65 registers, it is the largest free-standing organ in the world since a comprehensive overhaul in 2008. In favourable wind conditions, its sound is carried for more than 10 km, all the way into the Kaiser Mountains and across the border into Bavaria. Every day at 12 o'clock, the special sounds ring out. With the "Song of the good comrade", which forms the conclusion of every performance, tribute is paid to all victims of shooting wars to this day.



Walking wonderland

Certified premium footpaths in winter

The magic of the cold season is brought to life on a walk through the snowy landscape. Particularly special routes in Tyrol are awarded the title of 'premium winter footpath'. And Kufsteinerland is home to three of them!

Depending on individual character, this first encounter with that longed-for snowy splendour of Kufsteinerland may be fast, introspective, romantic, cosy or sporty. Whatever the case, unforgettable moments are guaranteed thanks to the pleasant crunch of the snowy blanket underfoot, the white cover shrouding nature, the sparkling winter sun, crossing a frozen lake and stopping off at a Tyrolean inn.

Walking in the winter magic

Exploring nature carefully and attentively has become a notable new winter trend. No wonder then that tourists have reacted to this with the concept of the 'premium footpath'. This includes a list of quality criteria: the integration of regional highlights, a mix of mountain and valley routes, snowy adventures in the untouched nature, walking in the sunshine, the presence of energy centres, competent advice in advance and stop-off points along the route are just some of the criteria required for the 'premium' title to be awarded. There are three of these very special walking trails in Kufsteinerland, providing nature lovers with relaxation and discovery in winter.



So close to the Kaiser

Dreamy views and numerous opportunities to stop-off for a refreshment break make walking in the wintry Kaisertal valley an unforgettable excursion.

Wintry Kaisertal valley

The route through the wintry Kaisertal valley starts out from the car park of the Kaiseraufstieg ascent. It begins with around 300 steps then follows a gentle ascent up to the Veitenhof and Pfandlhof inns. Turning left takes you to the very idyllic Antoniuskapelle chapel which has been eternalised on thousands of postcards and holiday snaps. A few minutes later, you will come to the Hinterkaiserhof snack bar. Those who like a challenge can take the forest trail on to the famous Ritzau Alm. From here, a final steeper section leads up to the Vorderkaiserfeldenhütte. The destination is at 1,400m altitude and guarantees breath-taking views of the city of Kufstein and the western Unterinntal valley. The same sections take you back to the starting point in Ebbs. The charming route offers many opportunities to take a break and enjoy some hospitality. Busy hikers can enjoy ultimate the tranquillity and deliberation in the early hours of the morning. Then you can have the beauty of the landscape virtually to yourself with a 'sunrise walk'.

FACTS

- Start: Kaisertal in Ebbs car park
- Length: 8.2 km and 370 elevation
- Walk time: approx. 3 hours
- Difficulty: medium

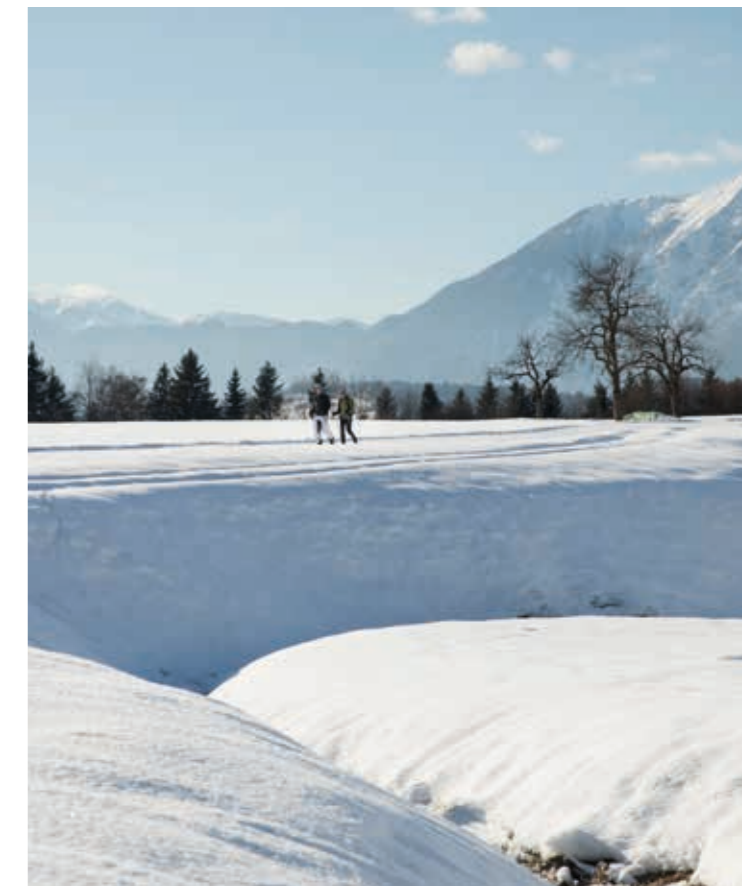


Panorama cross-country trail in Bad Häring

The wide and forested 'Panorama Cross-country Trail' in Bad Häring has also earned itself the 'premium' label. This leisurely circular route starts out from the Schönauer Strasse car park and runs parallel to the cross-country trail, offering fantastic views of the striking Pölven and Pendling peaks and of the Inntal valley. From the start point, walk across a snowy field to Heimberg and follow an arc trail to the Feldgasse. The walk leads past the orchard to the hamlet of Ag and along the Gasteigerbach river towards the rehab centre. Just before the Schönauer Strasse, the route branches off again to the hamlet of Ag and you will find yourself back at the start.

FACTS

- Start: district of Schönau in Bad Häring
- Length: 4.2 km and 80m elevation
- Walk time: approx. 1.5 hours
- Difficulty: easy



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Photos: Quirin Leppert

Fairy-tale forest

In snowy Thiersee, the Wäschkogelrunde circuit leads through the magnificent snowy landscapes in the cold season.



Wäschkogelrunde in Thiersee

The community of Thiersee awaits with a very special romantic trail. The 'Wäschkogelrunde' circuit sets off from the centre of the village of Hinterthiersee. Starting from the church, head off towards Landl and you will come to the impressive 'Schiestlhof'. Bear left and you will arrive at the Kranhof. Here you are guaranteed magnificent views of the snowy Glemmbachklamm gorge. 3 km further, you will pass the Modalhöfen. The winter walk circuit then leads past the Jausenstation Wieshof snack bar and back to the start. To save time, hire a sledge from the Wieshof and complete the return journey along the 1 km long toboggan run. By the way: the 1,100m high 'Wäschkogel' peak, after which the circuit is named, is ever-present and the premium winter footpath leads around the south-west section of the peak.

FACTS

- Start: Hinterthiersee village centre
- Length: 6.4 km and 286m elevation
- Walk time: approx. 2.5 hours
- Difficulty: medium

GOOD TO KNOW

Winter wonderland at the gateway to the Tyrolean Alps

As Kurt Tucholsky so beautifully put it, "Life is about choices!" And what the poet knew only too well is also relevant to our guests. As soon as Kufsteinerland begins to show off its snowy white site, there is plenty to discover: the region's eight villages and fortress city of Kufstein offer a wide-range of cross-country skiing options, both skating and classic style. The ideally prepared panoramic trails nestled within the mountains of the Unterinntal valley provide plenty of physical challenge for beginners and experts alike. The search for the ultimate exercise in the untouched snowy landscapes is also rewarded on a ski tour. Ski tours can also include a guide for newcomers, if required, because safety is key here. Anyone seeking to enjoy conventional skiing at the heart of an untouched landscape, far away from the hustle and bustle, is in the best of hands in Thiersee. The Schneeberglifte Thiersee-Mitterland and Tirolina Hinterthiersee ski resorts offer family-friendly pistes with a peaceful atmosphere. Holidaymakers looking for freedom on the ice will enjoy the ice rinks in Kufstein, Langkampfen and Ebbs and the frozen Hechtsee and Thiersee lakes. Sledging down into the valley is available by day and in moonlight and floodlight. The numerous tracks range from fast to moderate and leisurely. Sledge hire is also available at some of the runs. Curling provides a chance to experience tradition paired with sporting fun and Kufstein and Schwoich even have indoor halls.



Photo: Sternmanufaktur - Christina Ehammer

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M

eeting space



Visiting the Lebensmittel space

Mona and Lisa Linzmaier have created a meeting space in Kufstein. Through the 'Lebensmittel' association, the two sisters are offering a platform for new ideas and approaches to thinking.

Take a former food store including bakery, a handful of furniture pieces and two creative minds and there you have the secret recipe for a very special meeting place. Mona and Lisa Linzmaier brought their passion to life in 2017 and created a space where you feel at home from the very first second. A place where you can discover yourself and your own potential, a place for inner growth and personal development. The two sisters have been familiar with the setting for their wide-ranging project since their childhood. "We grew up here. While our grandma was baking, our mother was working in the grocery shop. The spot was previously a contact point for people and the same is true today, just without the butter and flour but still with lots of great conversations and inspiring personalities," Lisa explains. The two sisters have chosen a name for their association which gets to the heart of things: 'Lebensmittel' (food). To understand the underlying philosophy, some reading between the lines is required: here people can find a place for openness and a platform for a broad range of ideas and issues in a private, professional, health, cultural and spiritual context.

Flexible rooms

Every good idea has special origins. In 2011, the two sisters explored alternative health methods out of personal interest. "There is such a big range of options on offer in this field that it is difficult to feel your way through the jungle of possibilities. That's why we have compiled a clear brochure on the topic – and got to know lots of exciting people along the way. People we subsequently want to provide with a platform for sharing their ideas with other companions," Mona says, providing insight into the beginnings of this project. The rooms named 'Alte Bäckerei' (old bakery), 'Lebensmittelpunkt' (centre of vital interest) and 'Magazin' (storeroom) are not just used by Mona and Lisa but can also be rented out for a range of purposes. "Whether yoga, Thai massage, readings, workshops or talks – the 'Lebensmittel' is a flexible space for dedicated projects," the two sisters explain. They have succeeded in creating a space with a very special atmosphere of openness. This sustainable and holistic way of thinking is also reflected in the furnishings. Instead of throwing



Close sisters

The two sisters Mona (left) and Lisa Linzmaier have made their dreams a reality at Lebensmittel in Kufstein and created a very special meeting place.



out old treasures, Mona and Lisa have breathed new life into the furniture and transformed them into genuine favourite pieces. In every corner, there are charming details, cosy seating areas and a café counter for a refreshment break.

Weekly programme at the Lebensmittel

Every Tuesday, the Patschen-Kino (slippers cinema) is held at the premises, organised by 'weningers fein.kost'. Various films and documents are displayed on a screen in a living room setting and good company. Thursdays are all about 'Girlpower', as Lisa explains. "Various topics are focused on as part of our 'Frauensalon' (ladies' salon). From herb workshops to helpful talks to cosy get-togethers, it's all there". The name seems very fitting for this weekly gathering because it was women who invented the salon over the course of the 18th century. At that time, it was a politically and socially neutral place where educated women set aside their role as 'wives', participated in public life and gradually began to challenge the asymmetrical axis of power between men and women. Coming back to the 21st century, the 'Lebensmittel' is fortunately no longer about battling for basic women's rights but there are nevertheless numerous topics relating to the female sex. "We offer an unbiased and open exchange of views about being a woman, about everyday life and all of its challenges – sometimes serious, sometimes cheerful, about life itself," Lisa says. Last but not least, Mona organises the weekly finale based on the motto of 'Friday spirit'. "Whether a drumming evening, exhibition or clothes swap market – we turn the volume up on a Friday – sometimes with and sometimes without a programme. But always with good music and interesting discussions".

Together through thick and thin

It's evident that sisters Mona and Lisa share the same blood. But the two sisters also share the same values and observe the world as a whole. Mona smiles and explains, "We began working together from birth. I could not imagine a better partner to have by my side. We can operate together without uttering a word". A key pre-requisite for their activities is the combination of work and family, as Lisa explains. "We are both mothers and want to integrate our children into our everyday lives in the best way possible – including our work. The concept of 'Lebensmittel' shows that this balance is achievable". The sisters have the support of their entire family and even their grandparents enjoy working for the association. They all make this place something truly special. "We have experienced endless inspiring moments. It's always a highlight when our visitors (whether locals or guests) take the place to heart. And when talks develop into shared discussions and are the trigger for change," Lisa adds. Essentially, it's all about small changes which have a big impact.

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GOOD TO KNOW

Silent Christmas in Lebensmittel.

During the Advent season, Mona and Lisa Linzmaier transform the premises of the Lebensmittel in Kufstein into a tranquil and atmospheric Christmas site. With everything from workshops to cosy gatherings, contemplation and warm-heartedness are always at the centre of the varied schedule for 2021.

Here is a small excerpt:



Women's Circle with Amayah Simone Schwab Wed 15.12.2021 at 18:30

Dear woman, day after day you try to give your best with so much endurance and strength. Especially in times like these, when external circumstances sometimes leave you with little option. Do you find yourself in a seemingly endless loop in which you just function and nothing else? As an experienced holistic women's companion and mother, Amayah Simone has a passion for (re)awakening awareness of matriarchal ways of life. Only when we begin to take good care of ourselves can we put our heart and soul into life. We experience significantly more strength and energy for our everyday lives as a result. This evening is designed to give guests valuable time to listen, recharge their batteries and replenish their strength.

Fee per evening: € 30.



Ritual evening with Anima Cornelia Miedler Thu 16.12.2021 at 19:00

Through the Wenderin, old, contemplative Advent customs are brought back to life. An intensive connection with nature can give us an enormous amount of strength - whether we collect and use medicinal plants, mindfully perceive the elements and seasons, refine our lives with small rituals, trace what is good for us or become creative and in touch with all our senses in the outdoors. All that women need for this spiritual encounter with nature are TIME and OPENNESS. If you are lucky, you will meet an experienced companion like Cornelia Anima Miedler, who wants to open a path into this world for us this evening.

Voluntary cost contribution.



Christmas surprise with angels Sat 18.12.2021 from 10:00 to 12:00

Can it really be Christmas again? You could surely do with a few little gifts for grandparents and other dear people, which cost little and are easy to make. Brigitte and Annette provide tips and tricks in the children's workshop for 4- to 8-year-olds on nice and funny last-minute gifts, which can also be easily made by little ones later at home.

Voluntary cost contribution.



The entire 2021 schedule can be found at www.daslebensmittel.tirol.
Subject to change due to the Covid pandemic.



Festung Kufstein
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www.festung.kufstein.at

In a world in which many things are changing, the old and familiar are good for you. Just like Kufstein Fortress, which has always been a true «rock in the surf» and knows its way around stormy times. It offers a wide range of activities for a relaxing and exciting day out for the whole family. You really deserve a short break.

Nothing seems normal

Time for a turn





A strong spirit in a glass

Schnapsbrennerei Stix distillery in Thiersee

A love of fruit took Styrian Hans Stix across Austria in his younger years. As a travelling salesman, he sold sun-ripened apples from the south in the remote Thierseetal valley. It was here that he lost his heart to the landscape, people and his Kathi. Today the pair are still united by a happy marriage and their passion for the fine art of schnapps distilling.

It's a ritual which is very familiar to the connoisseur. When brandy expert Hans Stix samples a spirit, there is always the same scene: a quick slug of delicious liquid is poured from a slender bottle into a thin, long-stemmed goblet. A few swirls to wet the glass inside and then the liquid is poured back into the bottle. Now the full aroma is released from the glass and is assessed and immediately rated by the nose of the expert. Later, the distilled fruit is poured into the glass again. The connoisseur swills the exquisite, high-alcohol liquid around his palate. "It is about much more than simply pouring out and drinking an alcoholic natural product. I want spirit connoisseurs to get acquainted with the fine brandy," says the specialist about the process.

Captivated by the fruit

Hans Stix came to the craft of distilling at a young age and assisted his father with producing delicious schnapps and brandy in his homeland of Styria. "I have dedicated my heart and soul to producing fine brand for 55 years, 21 of them here in the idyllic valley above the fortress city of Kufstein," says the sporty 81-year-old. The linguistic origins of this 'Zuagroast'n' (newcomer) are still in question today! As a salesman of fruit, he finally made it to the west because fruit from the sunny south of Austria was sold directly from house to house at that time. During one of these trips, he lost his heart to Kathi from Thiersee and thanks to a lucky coincidence, she was dedicated to producing schnapps at her parents' farm. It was her love of her Tyrolean homeland which finally caused Hans to relocate his own fruit-related business!

*„I want spirit
connoisseurs to get
acquainted with
the fine brandy.“*

Hans Stix



To life
Hans Stix moved from Styria to Kufsteinerland for the love of his life, Kathi. Together the couple celebrate the fine art of schnapps distilling in Thiersee.



High percentage and top level

He grew up with natural products and stuck with them! This could be deemed the critical lifeline of Hans Stix. He learnt at an early age to assess the quality of apples, apricots, cherries, rowanberries and juniper. He was then able to successfully apply this feel for the value of natural products in his schnapps distilling. Working with his wife Kathi, every spirit they distil is meticulously assessed. "My wife has the palate, I have the nose. A beautifully grown, dark red, plump raspberry gives away nothing of what lies inside. You can only go on the aroma," says Hans Stix of their joint checking procedures. Experience is just one factor with the other being ongoing training. The diligent distiller of Thiersee is well-connected and obtains expertise from courses, memberships of sommelier associations and discussions with specialist colleagues.

Multiple award-winning

Stix always keeps an eye on what the customer wants because top quality must be conveyed to the outside world first. The regional market for fine brandies and gins is being prepared in collaboration with the local gastronomy scene. Quality spirits need to be valued and actively offered by restaurants to create demand among guests. This is what the distillery in Thiersee is seeking to achieve so that guests will fancy taking a liquid souvenir of their wonderful holiday or a gift for their loved ones back home with them. It's easy to imagine that schnapps production at this level will result in an award or two. Indeed, these products from the Tyrolean Unterland have already received several awards as part of 'Destillata' and were named 'Fine Brandies of the Year'.

On trend with mountain gin

The global renaissance of gin has given rise to local producers too. The word fine brandy isn't exactly correct, as Hans Stix knows. The juniper berries contain lots of essential oils which are responsible for the aroma. His silver medal-winning Mountain Gin is made from juniper berries from the Riedenberg, a mountain valley in the neighbouring Thiersee district of Landl. Before distilling, the berries are macerated in 96% alcohol. Alongside lemon and orange, Hans Stix also adds an individual and top-secret blend of spices. The popular schnapps is either bottled straightaway or stored for a time in an oak cask. "This creates its golden colour and refines the liquid to make a high-quality spirit," explains the passionate schnapps distiller of the lasting success of his widely popular products.



GOOD TO KNOW

A glass of schnapps, please!

Schnapps has a long-standing tradition dating back hundreds of years in Tyrol. Today, numerous businesses distil their own fine brandies based on the so-called 'Maria Theresa distillation right' which was awarded to industrious farmers by the empress in the 18th century. The right awarded to a particular farm authorised farmers to produce 300 litres of alcohol each year. The sourcing of fruit from Austria was also permitted.



This passion for schnapps distillation has never been lost over the years. Many of the exquisite spirits made here in the land of the mountains are among the top international products on the schnapps scene. Although the brandies are often sampled in stylish glasses today, the good old 'Stamperl' glass still remains popular. It is an expression of a special coming-together. It seals friendships, ends feuds, celebrates successes, concludes contracts and conveys good wishes. A 'stamperl' of schnapps is zest for life and indulgence, all in one. So with this in mind: cheers!

Exquisite spirits from Kufsteinerland

From ancient fruit varieties to creative recipes, distilleries in the region combine tradition with innovation. The result: distilled treasures of the highest quality. Surrounded by the mountains of Tyrol, the fruits grown for the wide range of products are generally sourced right on the doorstep from the distillery's own orchard. Some companies offer tours to allow spirit lovers to gain an exciting glimpse behind the scenes.



Here you can find more information about the region's distilleries.



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A city getting off to a flying start

STADT^{UP} KUFSTEIN start-up competition

The special charm of Kufstein's city centre is defined by a blend of traditional buildings and modern flair, attracting shopping fans from near and far to the fortress city. Thanks to the STADTUP KUFSTEIN start-up contest, five innovative new shops will be featured on the popular shopping streets in the future.

Kufstein's city centre has a great deal to offer. Charming, owner-managed shops line up alongside renowned international chains all around. This gem on the river Inn combines a wide range of restaurants and services and invites guests to take a stroll, enjoy some good food or simply while away the time here. To maintain this attractive mix for guests and locals, the STADTUP KUFSTEIN start-up contest was founded at the end of 2019. Creative business concepts for Kufstein's city centre were sought in the field of trade, crafts, gastronomy and services. "Our aim was to combat the increase in online trade and bring the focus back to the shopping experience as a whole because shopping is always in fashion as an entertaining leisure activity. We want to create an awareness that service and innovation in particular are the key to long-term success," Project Manager Tanja Rehberger explains.

Creative concepts for a colourful shopping experience

The time finally arrived in February 2021. The best five ideas were selected from the 11 exciting business propositions submitted. "We were very positively surprised both by the number and the high quality of the entries. This did not make it easy for the panel to choose their winners!" says Rehberger. Both the coherence of the concept and its innovative nature and compatibility with the location were key factors in selecting the winners. When submitting proposals, one condition was also that the ideas had to be implementable within three years of the prize being awarded. Winners were granted 100,000 euros of contributions in kind and support services such as media cooperation, advertising agency services, attorney services and IT packages.



1st place:
RD Fashion & Sports

Founder: Roland Stahl and Dietrich Feichtner
Sector: Fashion and Sport
Opening: December 2021

A cool blend of fashion and sport awaits visitors at the new shop run by the two young entrepreneurs, Roland Stahl and Dietrich Feichtner, which is opening its doors at Unterer Stadtplatz 8 in winter. "We offer more than just sports equipment, fashion, shoes and accessories; we provide a modern showroom concept ideal for whiling away the time – somewhere to return time and again," say the two founders.



2nd place:
QUART Piercing and Concept

Founder: Nina Marth
Sector: Fashion, Piercing, Tattoo & more
Opening: August 2020

The young and young-at-heart will find everything their heart desires for their lifestyle at the concept store of Nina Marth on the Krankenhausgasse: from cool street fashion to casual decorative piercings, accessories and hand-picked models from the VONSTOLL shoe store. The adjoining piercing and tattoo studio completes this striking concept.



3rd place:
FLUZZ

Founder: Judit Boros, Andras Turanitz and Verena Oberwaller
Sector: Furnishings and Gastronomy
Opening: by 2023

Another fascinating synergy will be in evidence at FLUZZ: here design and interior design meet food and blend together to form a sustainable store concept. The modern showroom selling furnishings and decorations also serves as a restaurant. In the integrated kitchen, the three founders – Judit Boros, Andras Turanitz and Verena Oberwaller prepare delicious dishes based on regional produce.



4th place:
Atelier Katalin

Founder: Katalin Suller
Sector: Tailoring
Opening: start of June 2021

Katalin Suller aims to battle 'fast fashion' with her newly opened studio at Alois-Kemter-Straße 5. Here the master tailor offers tailor-made bridal and evening dresses, individually made suits and perfectly fitting modifications. The entrepreneur considers the recipe for her success to be her unique sewing skills and customer advice and the positive customer recommendations she receives.



5th place:
Boxenshop

Founder: Christoph Selig
Sector: 'Shop Sharing'
Opening: by 2023

Entrepreneurs can get a break with a difference in future thanks to the innovative idea by Christoph Selig. With his 'box shop' concept, he aims to offer company owners the opportunity to fill unused business space with boxes which can then be rented out by interested parties for their products.

Photos: Alex Gretter Fotografie

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Honest work & authentic regionality

Bio-Angererhof organic farm with an ecological footprint

Regionality, quality and sustainability are commonly used terms. Quite rightly and importantly! And fortunately there are also people who are passionate about bringing these values to life and working with them. And this is the case with Maria and Mathias Egger at the Bio-Angererhof organic farm in Bad Häring.

Once you arrive at the picturesque plateau which is home to Bad Häring, you will immediately feel the idyllic sense of tranquility in this gem. Traditional homes and farms, snowy meadows and extensive fields are surrounded by breath-taking mountains. It is self-evident that this is an ideal place to relax and a perfect spa resort. And it is only logical that there are people living here who act with great care towards the environment. Right in the village centre, opposite the Gärtnerei Egger plant nursery, is the farm of Maria and Mathias Egger which has made a valuable contribution to sustainability over many years.

Insight into the Bio-Angererhof organic farm

Mathias Egger took over his parents' farm at the age of 20 after his father fell ill. He runs the farm in Bad Häring together with his wife Maria, who comes from a mountain farm in Kitzbühel and grew up with farming. When Mathias became the owner, the livestock consisted of dairy cows and a few goats. He has always been fascinated by goats in particular. He was interested by their curiosity, sensitivity and jumpy character. For this reason, he switched over to goat rearing. Anyone walking past the Bio-



In harmony with people, animals and nature

Fans of regional produce will feel at home in the farm store of the Egger family right away. Here you can find quality which tastes great to us – and our environment!



A family with a regional yet far-sighted perspective

The third generation of the Egger family are now running the Bio-Angererhof organic farm. Sustainability and regionality are a key part of farm life.

Angererhof in winter may be greeted by these curious animals who often stick their heads out between the fence slats as they try to see who is outside their enclosure.

Nothing works at the farm without cooperation

Mathias and his wife have three siblings who help out with every conceivable aspect of the farming and farm shop along with their little daughter, Johanna, who is very eager to explore farm life, despite being only three years old. Her mother Maria, who lives on the farm, is primarily in charge of the three guestrooms which are rented out to tourists or visitors from the health spa.

Happy animals, honest hand craftsmanship, valuable products

Mathias's mother set up a farm shop over 20 years ago and is very happy that her daughter-in-law is now continuing the business with so much enthusiasm and passion. As both women are called Maria, Maria's

Bauernladen was able to retain its name after the handover – a happy coincidence which always raises a smile! The shop has had a brand new look since spring 2021. Customer demand meant that an extension was essential and this is really great news. This popularity shows that the work of Maria and Mathias has paid off and the products, faithfully hand-made made by themselves and their suppliers, have been well-received. Furthermore, it shows that people are placing greater value on regionality and local products, which benefits all concerned.

“We are critical customers ourselves”

This is the message from Maria who assesses the impeccable workmanship and animal welfare involved in all of the products on offer at her farm store. The shop is not a purely organic store because

it also stocks items from the region which are the result of good honest work but which are not certified as ORGANIC. As with many other farmers, Maria and Mathias consider it more important to offer and promote regionality than to solely stock goods from organic farms. The shop products made at their own farm primarily come from goat's milk such as meat and sausages as well as seasonal vegetables, if harvests permit. Maria established the vegetable garden first and foremost for herself and her family to ensure healthy nutrition and make a valuable and environmentally-friendly contribution to our ecosystem. It would therefore be no exaggeration to say that everything at the Bio-Angererhof farm revolves around regionality, animal welfare and traditionally produced food – you can see and taste that when you pay a visit to the shop and farm.



FACTS

The product range at the farm store extends from pasta and bread to farm eggs, smoked fish and meat. High-quality cosmetics items can also be found on the shelves.

Opening times:

- Mon-Thurs: 9:00-12:00 & 15:00-18:00
- Fri: 9:00-18:00
- Sat: 9:00-12:00



GOOD TO KNOW

5 good reasons for regional products

1. Instead of covering a long distance by boat or plane, regional products have hardly travelled any distance at all. Purchasing regional products can therefore significantly reduce CO2 emissions.
2. Anyone buying regional products gives a boost to small and medium-sized farms and craftworkers as well as taking responsibility for their own consumer decisions. Sustainability has long been a key issue and not just in business and politics. But it affects each and every one of us.
3. Regionality can also be tasted in the food itself. You are not just biting into some anonymous product from the other end of the world but instead into a fresh apple from the meadow around the corner.
4. Rarity breeds fondness and that is certainly true of regional produce. For example, the time limitation on seasonal foods such as asparagus and strawberries actually increases our appreciation of these products.
5. In addition to all these aspects, regional products also help to create identity. The rural agriculture, traditional expertise, typical regional recipes and craftsmanship skills are part of the unique local farmed landscape. When all of this is retained, the region keeps its own identity.

Quality products from Kufsteinerland

Shopping local is not just limited to Maria's Bauernladen – many establishments in Kufsteinerland offer regional products. Products range from foods to exceptional hand-crafted items.



Here you can find an overview of regional producers and craftworkers.



“Kaiserweis“ initiative

The status of the regional philosophy in Kufsteinerland is reflected in the ‘Kaiserweis’ initiative – a voluntary amalgamation of regional culinary establishments. The high-quality products are marketed jointly and reflect the diversity and range of small-scale farming. All of the establishments work with great dedication and enrich everyday life and holidays with their exceptional products and exciting experiences. Some members even offer a glimpse behind the scenes in addition to sales.



The website www.kaiserweis.at provides additional exciting information about the ‘Kaiserweis’ initiative.



Tirolean beer culture 2.0

Bierol - Brewery & Restaurant

On an old farm in Schwoich at Kufstein, Tirolean beer culture can be experienced in a new form – paired with extraordinary award-winning cuisine with the finest, creative specialty beers.

But let's get one thing straight right off the bat: The term taproom does not do justice to this gastronomy. Caroline Bichler in Schwoich only serves beer to sample on a small scale, maybe with some nice snacks – you'll find that, too, but: When it comes to the dishes, young head chef Thomas Moser takes the reins, whose passion goes far beyond perfectionism in form of finely shaped blobs of mousse. The 31-year-old serves up what he learnt as an apprentice with TV chef Alexander Fankhauser and as a sous-chef in the 2-Toque restaurant “Sigwarts Tiroler Weinstuben” and now reinterprets this in his own style – as sustainably and regionally as possible Tempeh, made from beans from the brewery garden, bacon from pigs reared on the own farm, desserts with dark-chocolatey beer-gel. All this packaged in artistically innovative dishes. This total package also earned him his first Toque.

Award-winning products from the region

That the beer served to go with the food in Bierol Taproom & Restaurant plays at least as important a role, can be seen from the name alone. Bierol. No, it has nothing to do with Aperol. Comes from beer and Tirol. Caroline's brother Christoph has been brewing what is generally known as craft beer here since 2014, but is preferably called “a good artisanal beer” around here. And that, too, is well received. At the first Craft Bier Festival in Vienna, the “Mountain Pale Ale” won the audience prize, and the Untappd-Users repeatedly rated the brewery as “highest rated brewery in Austria”. This was followed by “Beer of the year” in Gault & Millau and an entrepreneurial award with regard to special regional trading. Actually: Experimenting is well above the standard daily routine for Christoph Bichler, too, creativity being more than a marketing word for him. Who else in Tirol brews a Baltic Porter with coffee and vanilla or a New England IPA Long before it became a trend? There is certainly nothing boring on the Taplist. And this is something the 31-year-old can then explain in more detail to the regular Maerzen-drinker at the culinary events, tastings and brewery tours.



You won't find any classic roast pork on the constantly changing menu of the Taproom. If at all, it'll be 2.0. Just like the matching Bierol-beer.

From farm to gourmet site

The most classic in the Bierol-lineup is surely the “Schwoicher Helle”, a Kellerbier [type of German beer which is typically not clarified or pasteurised] paying tribute to the time when the copper vats were still running in front of the light-flooded window façade for Christoph's father Peter Bichler. Because it was him who in 2004 converted the farm into a brewery with a restaurant, back then all traditionally Tyrolean under the name Stöfflbräu. Today, he is once again fully dedicated to his Stöfflhütte on nearby Walleralm at Wilder Kaiser, and has passed on his legacy to the next generation. And they set about it in their own way. In their own time. Completely 2.0, then.



Bierol

Bierol - Brewery & Restaurant

Sonnendorf 27, 6334 Schwoich, Tirol
www.bierol.at

Restaurant

Thursday to Friday: 17:00 to 00:00
Saturday to Sunday: 11:00 to 00:00
Tel.: +43 660 5490045

Brewery

Farm-gate sale: Mo-Fr: 8:00 to 17:00 at other times, during restaurant opening hours see above



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M

ulti-stringed

Otto Zangerle discusses harp-making

As his fingers pluck on the strings, a sound rings out in the spacious workshop in Ebbs. Otto Zangerle has made a profession of one of the world's oldest musical instruments. He has spent many years refining his models and making harps which combine traditional and modern.

Making a harp from scratch, understanding it and experiencing its sound as the end result is an exceptional process which the learned toolmaker, Otto Zangerle, has gone through many times at his workshop in Ebbs. The retired harp-maker has brought various kinds of wood to life during his career and impressed people from near and far with his skill and love of detail. Otto grew up in a carpentry workshop and has been working with wood almost since birth! "My two brothers learnt the craft of carpentry but I wanted to go another way and initially found pleasure in carving furniture pieces," says the Ebbs-born producer of his career beginnings. His curiosity in harps was finally awoken by an assistant of his father's who repaired harps in his free time. Otto Zangerle began to play himself and noticed that the model he had at that time did not meet his expectations. So the young man built his own harp. This very first 'prototype' can be found in a museum in the Japanese city of Nagano.

A glimpse into the past

The roots of the harp date a long way back in time: even 5,000 years ago, people in Mesopotamia and Ancient Egypt were playing harp-like plucked instruments. During the Middle Ages, the harp came to Europe – and was very popular in Ireland in particular. The so-called Celtic harp is a key part of Irish folklore. It even features on the Irish 1 euro coin. Over the centuries, the instrument developed into the form we see today. In 1810, Frenchmen Sébastien and Pierre Erard developed the double-action pedal harp which can consist of up to 2,500 individual pieces. Over time, the instrument became more and more popular, including with composers such as Wagner and Debussy.





Masterpieces

Depending on the workmanship and carving involved, Ebbs-born Otto Zangerle can spend between 180 and 240 hours on a single harp.

Vibrating wood

The harp is a stringed instrument and its sounds are created by plucking. While the strings on a zither sit parallel to the soundboard, on a harp they are perpendicular. The sounds are therefore much more diverse and dynamic than most people imagine: not just high, light and gentle sounds but also deep and bell-like melodies can be created by plucking this instrument. The sound of a harp is dependent on its structure, as Otto Zangerle explains. "The pattern of sound is the result of many small components. I have worked with up to eight different varieties of wood, best of all ash, cherry and walnut. Spruce is always used for the soundboard". The expert explains why his models were particularly popular in Styria, Lower Austria and Burgenland:

"Every state favours a different sound pattern which, in the case of my harps, is bright and clear. These properties are less popular in Tyrol". He received enquiries from all over the world including South America, Japan, England and Canada. Despite the great demand, Otto Zangerle stayed true to his motto of 'class not mass' and produced only custom-made models decorated with individual carvings. Depending on the design, some 180 to 240 hours of work are invested in each harp.

FACTS

Components of a harp



- | | |
|------------|--------------------|
| 1. Head | 7. Knee |
| 2. Column | 8. Body |
| 3. Strings | 9. Soundboard |
| 4. foot | 10. Suspension rod |
| 5. Tuning | 11. Pedals |
| 6. Pegs | |

Musical Kufsteinerland

From concerts at the fortress to the Tyrolean Festival Erl and traditional band performances, the region's musical scores are certainly diverse and colourful.



Music-Events from A to Z

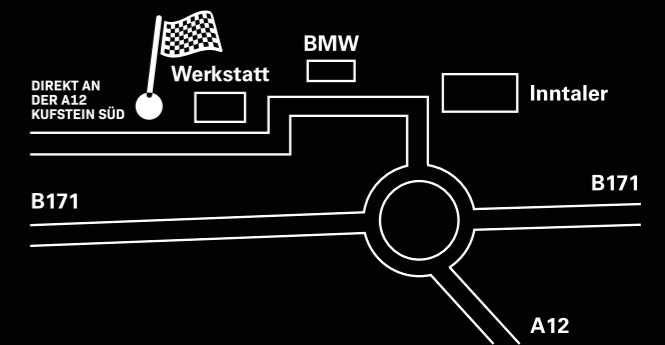


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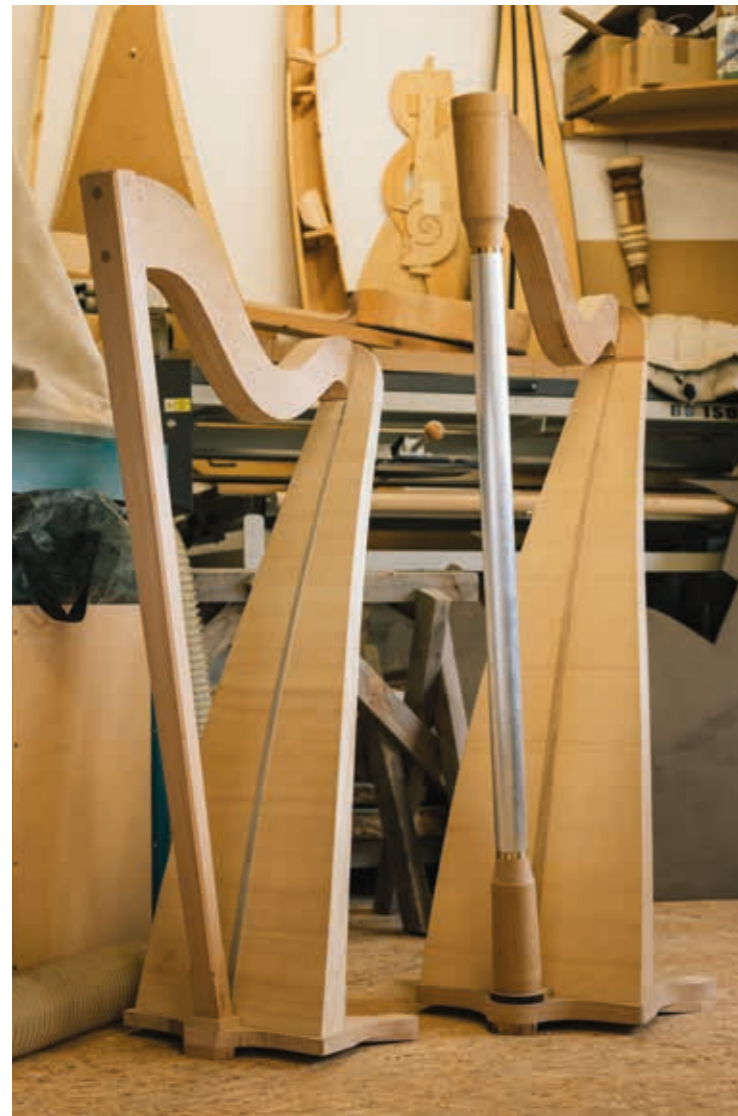
Small yet refined

Otto Zangerle, who has taught himself everything he knows about the harp over the years, wanted to combine traditional instrument making with innovative ideas – and he was successful. “I focus intensively on the key details such as the size and weight, the placement of sheet music and the tiresome evil of ‘distortion’”. In the latter case, he developed a model where the strings are attached in the middle rather than on the side of the neck – a patented design which cannot be found anywhere else in this form. His special designs also include small harps with 37 strings and seven pedals which nevertheless produced a great sound and are ideal for travel. “There are three pedals on the left and four on the right. You have to synchronise your hands and feet to bring the pedals into line with the notes. It requires a great deal of concentration and practice to find the right way of perfectly performing a piece,” says Otto Zangerle of the art of playing. He is also renowned for his chromatic harps which do not have any pedals and instead are equipped with two cross-strung rows of strings and 70 strings. He also developed a model for a woman who plays in a jazz band: her individually made harp enables her to operate two or three pedals at the same time using one foot. Today life is more peaceful for Otto Zangerle and he is enjoying his retirement with his wife in idyllic Ebbs.

But things are not entirely quiet in his workshop yet because he still wants to make two harps for his grandchildren, as he explains with a smile. “Even if they don’t learn to play, they will always have a lovely memory of their grandpa”.

FACTS

- Diatonically tuned harps have a row of strings and are tuned to a key. A pedal can be used to switch between keys.
- The chromatically tuned harps have several rows of strings and are therefore significantly more challenging to play.



R

elaxation & cuisine

... your Schanz for life

In the hotel and inn Zur Schanz at the foot of the Zahmer Kaiser, tradition and innovation can be truly felt and experienced. The passionate hosts combine the history of the family establishment with new ideas.

The kitchen team increasingly relies on regional and seasonal produce, and loves cooking pub classics as well as fresh, modern dishes. The right wine for you is sure to be found in the old stone vaulted wine cellar. “Regional products are very important, especially in the kitchen. We trust in food that is authentic and honest and we obtain it primarily from our region,” says landlady Maria Egger-Rieder. The lamb from our own farm, dairy produce from the local dairies, fresh fish from the nearby fish farm, herbs from our own garden and much more make a stop at the inn a real culinary experience.

Back to roots with the power of nature

The family feels a bond with nature and would like guests to enjoy this too. Landlord Andreas Egger looks after his own flock of sheep on the idyllic alpine pasture in Rettenschöss and in the Schanzer sheepfold. The new farmer has revived agriculture in Schanz, saying: „There are also a flock of happy chickens, ducks and our reliable mouse patrolmen – tomcats Leo and Silvester.”

Relaxation & recharge your batteries

Embedded in the beautiful natural landscape of the Unteren Schranne, you can relax in the cosy ambience of the hotel family-run for many generations. Whether skiing, cross-country skiing, ski touring, tobogganing, ice skating or snowshoeing – the area offers a wide range of sporting activities. After a break in the fresh air, you can arrive back at the hotel and inn, let go and really feel at home. Enjoy the soothing warmth in the sauna or a relaxing exercise session on

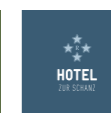


Tyrolean hospitality is all around you at the Inn and 4* Hotel zur Schanz in Ebbs.

the ergometer bike. A feel-good atmosphere awaits you in the Zirbe and Kaiserblick guest rooms, which are furnished with natural materials, pine furniture, loden fabrics and wooden floors. “We have created for you a modern style of country house comfort designed with love. For your precious days with us in the Schanz”, says landlady Maria Egger-Rieder.

New: e-charging station

Sustainability is particularly important for the team. That’s why guests can now use a public charging station. While you enjoy the Schanz, you can easily charge your electric vehicle.



Inn and Hotel Zur Schanz

Schanz 1, A-6341 Ebbs (Kufstein in Tirol)
Tel: +43 (0) 5372 64550, email: info@schanz.tirol

www.schanz.tirol, facebook / schanz.tirol



Indulgence from Tyrol
Florian Kitzbichler makes 'Lebzelten' gingerbread in Niederndorf by hand and based on traditional recipes.

Photos: Ines Entleitner

The youngest 'Lebzelten' gingerbread baker

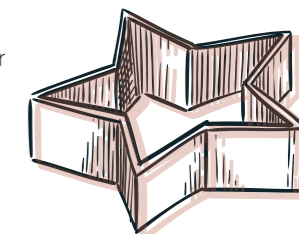
*Florian Kitzbichler
and his unique profession*

From September to December, the Bichlbäck bakery in Niederndorf is being repurposed by Florian Kitzbichler to prepare delicious 'Lebzelten' gingerbread using a special dough. A young man pursuing an old craft.

The scent of honey, baking and Christmas surrounds us as young entrepreneur Florian Kitzbichler talks to us about his now rare profession. He applies skilled routine to process a storable dough which he made a month ago. He rolls it flat, cuts it into squares, decorates them with almonds and cherries and places them on a baking tray which is then put on trolley where the dough is left to rest while the next batch is prepared – this time, the pieces are round and decorated with almond slivers. The oven is then pre-heated, the temperature has to be just right and finally the trolley containing the various baking sheets is put inside. The timer is precisely set but Florian keeps an eye on the baked goods all the same. "The moment the 'Lebzelten' are removed from the oven has to be just right. Every second counts. Otherwise they become hard," he explains and tells us how he came to be a self-employed young entrepreneur.

The path to becoming a 'Lebzelten' gingerbread baker

He acquired his baking skills at birth because his father was a baker and his mother liked to spoil her loved ones with tasty treats from the oven. He enjoyed helping his parents even as a child and so it came as no surprise when Florian decided that he too wanted to be a baker by profession.





Regional ingredients

Florian Kitzbichler makes no compromises when it comes to quality. He only uses high quality regional ingredients to produce his 'Lebzelten' gingerbread such as jams and honey from Tyrol.



It was difficult to find an apprenticeship in the sector for a few years. But then he started an apprenticeship as a confectioner and has never looked back! All the same, he wanted to specialise further and through his work in Salzkammergut, home to several Lebzelten gingerbread bakeries, he came up with the idea of applying for an apprenticeship diploma. A logical decision which finally enabled him to take the brave step of setting up his own company.

FACTS

The origins of a word

Many people believe that the name 'Lebzelten' comes from 'Leben' or 'Laben' – but they are wrong. Researchers assume that the term is derived from the Latin word 'libum'. It means something like flat cake, oatcake or sacrificial cake. 'Lebzelten' gingerbread was previously baked in abbey bakeries where altar bread was also made and baked on wafers. In South Germany and Austria, the flat cakes were known as 'Zelten' and so the bakers were known as 'Lebzelter'.

Tyrol's youngest 'Lebzelten' baker

Florian has always been attracted by the idea of self-employment. When all gastronomy businesses had to close during the Covid pandemic of 2020, he did not want to remain out of work and made the decision to go self-employed. The profession of 'Lebzelten' baker has evidently not been studied in Tyrol since 1993 and so he could confidently go by the name of 'The youngest 'Lebzelten' maker – Florian Kitzbichler'. He received fantastic feedback even in his first year. People were pleased to see regional foods on offer and farm shops and stores gladly incorporated his treats into their product range. During this year, Florian even offered 20 different varieties of the popular sweet treat. These included coconut/apricot & rum rolls, Mozart Lebzelten pralines and, of course, St. Gallen 'Biber' cookies, which are the most popular along with the classic spiced gingerbread.

Exceptional ingredients and good instinct

The storable dough consists of only wheat flour, rye flour and honey. None of it is perishable. This means that the dough can still be used a year later with no problems. However it is also a very delicate dough which needs to be processed by hand and therefore is not suited to industrial manufacturing. Florian is very attentive to the origins of the raw materials used. He has devised a basic principle: if he can't source it in Tyrol, he buys it in Austria and if that isn't possible, he gets the ingredients from Europe. "The quality needs to be right otherwise craftsmanship and a feel for the dough count for nothing," the young baker explains, casting a critical eye on the oven where the 'Lebzelten' have been rotating for several minutes to ensure they are even in colour.

Of course, the expert doesn't miss a second and removes the Lebzelten from the oven, sprinkling on sugar so that they taste great and look beautiful too. It is important to him that his finished baking reaches the customer in a few days too. That's when the 'Lebzelten' gingerbread tastes truly exceptional. He takes this into his own hands. The all-rounder produces his own goods as well as packaging them up and delivering them in person. Florian Kitzbichler is optimistic about the future and always open to new things. He has one specific wish which he shares with us: "If I could manage to export my 'Lebzelten' to Dubai, Tokyo and St. Petersburg, then I would have achieved my business goals!"



GOOD TO KNOW

Christmas cookies as a sweet gift

In Austria, when we think about Christmas, we think about spiced gingerbread. The origins of this link cannot be verified exactly. In the past, 'Lebzelten' gingerbread was often eaten all year round and still is today. In particular, pilgrims would bring it back with them to show that they had visited a pilgrimage site.



The gingerbread house in fairy-tales is likely responsible for the particular magic surrounding this baked treat, a magic which is ideal for the festive season and which businessmen and industrialists drew on from 1920 to 1950. The production of 'Lebzelten' gingerbread at Christmas has been soared ever since.

Tip:

Florian Kitzbichler's delicacies are a particularly special Christmas souvenir from your holiday in Kufsteinerland.



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Nordic Mecca

New centre for youth and mass sports

An imposing sports facility, which blends in tastefully with the natural landscape, is being developed in the community of Schwoich. The building with the impressive working title of 'Nordic Centre' will be formally opened in summer 2022.

Cross-country has a special significance in Schwoich. The ideal conditions for training were of great benefit to exceptional athletes Anton Lengauer–Stockner and Franz Schuler who came fourth in the Calgary Olympic Games of 1988. Now winter sports in the so-called 'Laug' section is being given a brand-new modern home with perfect surrounding conditions. A steadily rising forest section, also used as a recreation area, runs parallel to the future building. "The idea was developed over two decades ago and we have been pursuing this ambitious goal for over five years. The local population were involved in the decision on the location and operation," adds Sebastian Thaler, President of the Schwoich Winter Sports Association.

An extensive complex

In future, the centre will serve as a starting point for cross-country trails of varying lengths and difficulty ratings or gradients. The entire cross-country network of Schwoich and Bad Häring covers no less than 40 km. A modern shooting range also forms part of this newly designed area. "There is something for everyone here," says Thaler, optimistically. At the top of the daily agenda in this active village in the Lower Inn valley is the symbiosis of youth, mass and school sports. Constant effort and success in winter sport has paid off and for decades the resort has been one of Tyrol's big competitors in the disciplines of cross-country and biathlon. Cooperation with the tourism associations and educational facilities will fill the vast site with life. The Bad Häring rehabilitation centre will be available to the sports facilities for all forms of treatment, all year round. Franz Schuler,

the four times Olympic participant and runner up in the cross-country world championships, will offer Nordic skiing courses and equipment hire for all ages. Company sports days can also be booked as team-building sessions.

Open in winter and summer

The Schwoich centre can certainly measure up to the leading providers in Seefeld and Hochfilzen thanks to its exceptional infrastructure. Despite the low sea level, the sporty community here benefit from the basin location which creates a cold climate. The snow-making facilities covering the trails guarantees operational reliability and cross-country fun for all! Developers and future operators are particularly pleased about the fact that the sports facility will attract competitions up to the level of the federal championships. During the warm months, enthusiastic amateurs and competitors need not forgo their training sessions because roller skiing is possible on the asphalt track around the building. On hot days, a cool down in the 'Bananensee' lake, just a stone's throw away, is very welcome.

For sustainability and climate protection

As a Climate Alliance community, Schwoich is highly committed to seeking to protect nature and the environment. Water for the artificial snow-making facilities on the trails is sourced separately from the drinking water network. The building is characterised by its sparing use of concrete and wood is primarily used instead as a building material for the façade. This is supplied and processed by local companies. Guests with an interest in wellness are also targeted as they would appreciate such a concept. The journey to 'slowing down' at the Nordic Centre should also involve feeling good and a sense of regeneration, both mentally and physically, during outdoor exercise.



Photo: WSV-Schwoich



Photo: AdobeStock/formplus



President & Self-starter

Sebastian Thaler grew up in the Alpine section of the Schwoich Winter Sports Association. He is heavily involved in the diverse and busy social life of his local village. After completing training at the Higher Technical College, he studied construction engineering alongside his studies and worked as an area manager for a company in the Lower Inn valley, specialising in underground engineering. For the last six years, he has been applying his expertise as a district councillor and directing the destiny of the Winter Sports Association in his role as President. The association has 900 members in its Nordic and Alpine divisions. His hobbies: mountaineering, ski touring and skiing. His motto: associations form the social backbone of every community. His main goal: to provide local athletes with a modern and long-term home.



Association coach

Simone Kupfner, born in 1996, is a successful biathlete. Her career ended in April 2021. "The construction of a multi-functional building is a really great project. It provides up-and-coming talent with optimal training conditions which represent an important basis for any potential sporting career as well as for the general development of children, including in terms of coordination. I wish I could have had such optimal infrastructure close to me during my active years. I hope that the centre will fill many children with enthusiasm about sport, which can be immensely important these days".



Ski school manager & rental business

Franz Schuler, runner-up in the world championships, four-times Olympic participant and 14-times Austrian biathlon champion operates a cross-country and biathlon ski school, cross-country hire and a cycling sports store in Schwoich. The passionate athlete is on hand to provide advice on materials, equipment and servicing both in the renowned shop and as a state-certified cross-country instructor on the trails. "The key aspect is that I can pass my enthusiasm for exercise and my passion for cross-country and biathlon, which have given me so much, onto others and in particular to the younger generation".

GOOD TO KNOW

Cross-country in Kufsteinerland

Kufsteinerland is a hotspot for cross-country fans in winter. Cross-country trails of varying difficulty present the right challenge in the idyllic nature – both for beginners and advanced skiers.



Here you can find all the cross-country trails in the region.

<<

Cross-country: a profession & passion

Schuler Sports in the Schwoich



In the family business of Schuler Sports in the Schwoich, cross-country skiing is a tradition going back decades. This sport is enjoying increasing popularity for a reason – it is one of the healthiest endurance sports (along with swimming) due to the stress it places on body muscles while going easy on the joints. It can therefore be tried at any age.

Nordic center in the Schwoich

With the new cross-country skiing center, which will be completed at the end of 2021, the facilities in cross-country skiing in the Schwoich are being raised to a new level. As a proud project partner, the Schuler Sports team perfectly rounds off the overall concept with its cross-country ski school, rental and cross-country shop.

New location

New this year is the spatial separation of the two core areas of cycling and cross-country skiing. While the main shop in Egerbach 6 focuses purely on cycling, the cross-country skiing team is there to serve customers right next to the cross-country ski trail. Until the new premises in the Nordic Center are completed, Schuler Sports will continue to offer services at the previous location right next to the Bierol Taproom restaurant (Sonnendorf 27).

Cross-country shop, cross-country ski service and rental

In addition to top advice, an extensive range awaits you there. Whether it's complete cross-country equipment, the latest skis, shoes, ski wax, the right accessories or the perfect clothing – at Schuler Sports, sports enthusiasts will find everything they could possibly desire. A

professional ski service rounds off the extensive range. You will also find the in-house ski school and rental right next to the cross-country ski run.

Learn cross-country skiing from a professional

Vice world champion and four-time Olympic participant Franz Schuler and his team offer you individual lessons or group courses in classic or skating style in the in-house cross-country ski school.



Schuler Sports cross-country ski shop, rental and ski school

Sonnendorf 27, 6334 Schwoich (until the end of 2021), then in the Nordic Center Schwoich
Tel.: +43 5372/58339
E-mail: info@schuler-sports.at

www.schuler-sports.at
www.facebook.com/schulersports
www.instagram.com/schulersports

Our opening times at the cross-country ski trail (Beginning of November to end of February)

Mon, Tue, Thu & Fri: 13:00 to 17:00,
Mornings by appointment only
Sat: 9:00 to 16:00 | Wednesday and Sunday closed

(Opening times apply if there is sufficient snow, please inform yourself in advance by phone, email or internet)

In his day

Adolf Pichler in search of freedom

He spent the first five years of his life in Erl followed by frequent changes of location – a period of schooling in Innsbruck, studies in Vienna. As an adult, Adolf Pichler made the state capital his base: the discoverer of the Tischofer Cave in the Kaisergebirge mountains came to be a Professor of Geology and Mineralogy. However partly due to his political stance, his literary writings remained a sidenote of history.

The nature researcher and author described his childhood memories as 'shadows of the past' because Adolf Pichler did not have an easy upbringing. In his memoirs, he states that he would like to 'wash away scenes' which he describes in vibrant fashion. His father was a clerk at the customs station in Kufstein. It was there that he learnt to know and love the niece of the supervisor. Shortly after, his father was relocated to Erl.

"I remember how he would sit on a rock [...] and stare mournfully into the distance at dusk, after finishing his office hours. If poetry can be inherited then I certainly acquired it from him[.]"

Adolf Pichler was born on 4 September 1819 at 2 o'clock on the afternoon. At the age of five, his family had to move because his father was being relocated. Little attention was paid to the child. Relatives finally enabled him to attend secondary school in Innsbruck. Afterwards, Adolf Pichler went on to study medicine in Vienna. His father, now retired, settled in Kufstein



because the "accommodation and food were cheaper". During the summer holidays, the student visited his father, with an interest in both nature and culture.

"I was very happy to stay in Waldseen bei Thierberg or on the remote steep terrain of the Zellerburg. I once celebrated Goethe's birthday on the summit of the Pendling [...] I fired shots from my rifle to announce the celebration to the valley below where very few people had seriously read a word of Goethe".

His studies were interrupted by the revolution in 1848: when the Italians pushed into Tyrol, a voluntary corps of Tyrolean academics formed who, under the direction of Adolf Pichler, protected their homeland along the southern border. After this first field adventure, Adolf Pichler would have gladly taken part in another battle. He was planning to participate in the Schleswig-Holstein War but was prevented from doing so by the Austrian government which placed him under observation as a supporter of revolutionary ideas. Adolf Pichler gradually turned to nature research.

"I spent all my free time roaming the fields and mountains, a wealth of unimagined glory opened up and, taking in every season, I recognised the coexistence and succession of things[.]"

Career success awaited following his activities in 1848: after returning from Vienna, he taught natural history and German at the secondary school in Innsbruck. In 1867, he became Professor of Geology and Mineralogy, which he describes as a 'turning point' in his career. His greatest love over the years was literature: his observations of the land and people are captured in words. He wrote diaries, letters and travel notes. His patriotism is repeatedly evident:

"I was always devoted to my region; fate brought me here to apply my full strengths to work and create in science and art, participating in the progress and greatness of the German people, which includes the unassailable greatness of the magnificent mountains of the Inn and Etsch".

Pichler would have liked to have been one of the leading intellectuals of Tyrol but he was denied acceptance into the literary canon of his day: Pichler's contemporaries often shook their heads about his German nationalistic attitude. On his 80th birthday, students in favour of German freedom lit a torch for him which then developed into a political demonstration. The memory of this event overshadowed the memories of his literature in the decades that followed. In Innsbruck, there is now a

monument to him in the 'Adolf-Pichler-Platz' square, as it was named in 1930: it shows the geologist in a mountaineering outfit with a geologist's hammer in his hand.

NB: The cited experts from the original texts come from the book 'Die verlorenen Seelen von Malcesine, Adolf Pichler (1819 – 1900)', edited by Johann Holzner, Lenka Schindlerová and Anton Unterkircher and published by the Edition Brenner-Forum.

GOOD TO KNOW

The discovery of the Tischofer cave

In 1859, Pichler discovered a notable 'cave of bones' which, in the opinion of the explorer, "must have been inhabited by both male and female bears in prehistoric times". Archaeological excavations revealed several spearheads dating from around 30,000 BC. They are the oldest evidence of the settlement of Tyrol. Some of the finds, skeletons of the cave bears and other astonishing exhibits can be seen during the summer months at the local history museum in Kufstein Fortress.



Photo: Alex Gretter Fotografie

The route to the cave

The mystical energy centre at the entrance to the Kaisertal valley can be reached in approx. 45 minutes. After climbing the steps of the Kaiseraufstieg, you will come to a turn-off to the right after a few minutes of walking. A narrow path follows twists and turns downhill along steeper grassy slopes before the climb takes you out of the valley to a mighty rock face. A few steps later, you will come to the giant doorway to the Tischofer Cave.



*„It's your will
that counts! So much
can work out
if you want it“*

Paul Madreiter

The tattooing rifle association captain

Multi-talented Paul Madreiter – a portrait

He has long made a name for himself as a tattoo artist. His realistic artworks on canvas and in the form of wood sculptures are in demand. And in his role as captain of the rifle association, he is injecting a breath of fresh air into Langkampfen's traditional association. Paul Madreiter – a man with many faces.

Kufsteinerland is home to a seemingly endless array of traditions – 'Anklöpfeln' (dressing up as shepherds and singing door to door), 'Perchten' (driving away evil spirits) and 'Grasausläuten' (ringing cow bells). And Paul Madreiter has pursued them all with great passion and dedication! Preserving customs plays a key role in the life of this multi-talented local. Maintaining customs and protecting cultural heritage are a priority for him. "I have always felt a connection with my homeland. I am proud to continue our wonderful traditions so that they don't become a thing of the past".

Keep watch!

The transformation artist with a difference often slips into the role of captain of the local rifle association too, with great dedication as ever. As a leading role in the rifle association of Langkampfen, Madreiter has command of the whole troop when they go marching. He issues commands relating to their formation and rifle-handling, determines when and where to march and issues the command for 'General de Charge'. This firing of the salute is the greatest honour the

riflemen can bestow. The rifle association of Langkampfen march to the beat of drummers at church parades, festivals of honour, professions and other festive events in their dignified traditional uniforms, equipped with historic rifles and swords and in doing so, keep the traditions of Tyrol alive.

Good camaraderie

It is no wonder that it was also Paul Madreiter who came up with the idea of setting up a rifle association in Langkamofen, together with Martin Hirner. Following an official call-up among the population and enormous feedback, the association was finally officially founded in November 2008. The traditional association now has over 70 members. In addition to riflemen, pioneers and officers (Captain, First Lieutenant, Lieutenant and Major), based on the military rankings, the association also includes young riflemen, sutlers and an ensign. "Good camaraderie, togetherness and the social aspect of association life are the top priority for us," says the captain with enthusiasm, giving us an insight into the organisation.

A unique association

The colourful interplay of colours presented during the marching of the 'Tiroler Schützenkompanien' rifle associations of Tyrol is renowned far beyond the borders of the state. But the men of the Langkampfen association are a colourful bunch aside from their outfits too,

Diverse

Rifle association captain, artist, tattooist – Paul Madreiter slips from one role into the next.



Photo: Schützenkompanie Langkampfen



as the captain explains with a wink. “My guys are tattooed, have long hair and catch the eye”. The (colourful) selection of traditional costumes is also striking because the Langkampfen members are the only ones in the Tyrolean Unterland to wear blue. This can be explained by a glimpse back at the history and the Tyrolean freedom battle of 1809: Josef Speckbacher, renowned as an excellent tactician, strategically planned and directed the battle from the Altwirt in Langkampfen and so the blue is a historic reference to the blue ‘Speckbacher Tracht’ costume which costs around 2,000 euros per male outfit.

A pioneering tattooist

If you have any stereotypical ideas about what the captain of a rifle association might look like, you would be wrong! Madreiter’s professional career dispels any clichés. As one of the region’s first tattooists, he is anything but new to the scene. In fact he started out so long ago back in 1994 that tattooing was not officially permitted at that time.

“There were not the materials and there was no opportunity to learn the practice anywhere,” says the creative artist who first became noticed for his artistic talent back at school. Today his studio in Langkampfen is adorned with a range of awards and prizes. The waiting list to get one of ‘Paul’s tattoos’ is very long!

A passion which gets under the skin

The Langkampfen resident has long been attracted to the black and grey style – a classic type of tattooing where only black ink of varying shades is used. Madreiter’s links with the Tyrol rifle associations means that freedom fighter Andreas Hofer and the Tyrol eagle are among his most frequent motifs. In general, many of his works are based on realistic imagery.

However each tattoo is unique, as the artist explains. “My specialities are portraits and anything which exists in reality,” says the all-rounder whose own first ‘body decoration’ was a tiger on his upper arm – Paul’s Chinese star sign.

Creative streak

It is also not unusual for Madreiter to exchange human skin for a real art canvas. He spends between 100 and 200 hours on average on his oil paintings which primarily depict celebrities. Madreiter’s repertoire also includes artistic carving with chainsaws. He spends hours creating wood sculptures of every conceivable type and size using saws and shaping. “It fascinates me to delve into the 3D world and let my creativity run wild. I sometimes push myself to my own physical limits too,” he says of this special form of art. It is his love of wood as a material which has such great appeal for him. When asked how he manages to bring all of his different roles together under one umbrella, the artist answers with a grin, “I am often asked that. It’s your will that counts! So much can work out if you want it!”

**GOOD TO KNOW****Not all riflemen are the same: an overview of the roles****Ensign**

Has the honoured task of carrying the flag during marches

Captain

Head; represents the association to the outside world

Young riflemen/women

Young members (boys and girls) aged between 10 and 16

Sutlers

Take care of the ‘catering’ for the association during marches – primarily by giving out schnapps

Officers

Support the captain in his duties

Captain’s drill commands**Keep watch!**

Adopt normal positions

Turn right / left!

Turn in the direction as commanded

To hand!

Take rifle into hand

To foot!

Use the right hand to abruptly place the rifle on the ground with the piston shoe

Shoulder!

Rifle is lifted onto the shoulder

Charge! Take aim! Fire!

Firing of salute of honour



More information about the Langkampfen rifle association can be found on the website of the Schützenkompanie Langkampfen.

Ideally informed to start your holiday

Top events

With the natural landscape of Tyrol as a backdrop, the eight picturesque villages and the fortress city offer high-calibre events to suit any taste. Music to give you goosebumps. Treats with melt in the mouth. Sporty moments which make you feel alive. Customs which combine old and new. What's it to be?



Photo: VANMEY Photography



For an overview of all the events, see www.kufstein.com. The information is constantly being updated. Subject to modification.

KufsteinerlandCard

This loyalty card is the key to a perfect holiday in Kufsteinerland. Every holiday guest aged 4 and above is granted free experiences, attractive discounts and access to special offers in the region, such as one free admission to the fortress or a trip on the Kaiserlift. There are also numerous adventures to enjoy beyond the borders, within a radius of 120 km from Bavaria via Tyrol to Salzburg. Also included are a programme of activities and various themed tours throughout the year.



Stay connected with us

Follow us on Instagram and Facebook if you want to continue daydreaming of Kufsteinerland after returning from your holiday!



Our insider tips for this winter



“Zur alten Schmiede“ local history museum

If you fancy taking a journey back to the past, you are in the best of hands with the local history museum in Niederndorf, decorated with wall paintings. The soul of the establishment, Lotte Kaltschmid, has many exciting tales in store about the various exhibition pieces. The focus is on historic professions and ancient hand craftsmanship. On display is a 207 kg ‘singing anvil’ which is over 100 years old and has travelled around the world with the Tyrol Festival Ensemble Erl. Tours are possible by agreement. Admission is free-of-charge.

Festival of lights

A very special multi-media show awaits visitors to Kufstein Fortress in winter: the public follow the voice of the fortress across several audio-visual stations from the fortress courtyard to the herb gardens and through the long rock corridor to the secret heart chamber deep within the rock. Large projections bring the walls to life and allow the fortress to tell its story. One recurring element of the 50-minute circular tour is the organ. Its sounds underpin the history tour with music. It is clear that this instrument, the largest outdoor organ in the world with around 5000 pipes, represents none other than a voice which speaks to the people every day and urges peace. *We reserve the right to make changes to the schedule due to Covid restrictions.*



The power of herbs

Even in winter (or in particular in winter), you can strengthen your immune system with herbs and medicinal plants. Christine from the Herbal World Thierseetal gives an insight into the healing capabilities of medicinal plants from our region every Monday. The expert knows that there is a herb for almost every ailment. All participants also have the opportunity to make their own personal herbal tea blend, tailored to suit their own interests and well-being.

- When: Every Monday between 14:00 and 16:00
- Where: Herbal World Thierseetal in Hinterthiersee
- Registration: No later than the day before at 16:30
- Tip: Also suitable for families with children



Here you can find more information about the weekly program.

Preview of the summer edition



The upcoming edition offers inspiring insight and prospects from Kufsteinerland. The magazine is available as an ‘interactive’ publication for the first time in summer. In addition to impressive images, in future videos and sounds will also help to bring our stories to life, for example the story about the Kaiserweis leisurely cycle route – a real insider tip for leisure-seekers. You can also look forward to some exciting anecdotes from Reinhard Exenberger who has stood in-front of the camera with some international stars such as Christoph Waltz. The actor lives for the state and has established the ‘sTheata Niederndorf’ association in Kufsteinerland. And what effect ‘forest bathing’ has on people, why trail running is booming and why the walk to the Höhlensteinhaus is particularly worthwhile for fans of grey cheese are just some of the questions answered in MOMENTS magazine.

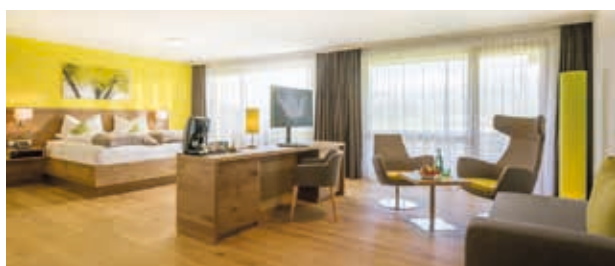
Photo: Alex Gretter Fotografie



The MOMENTS magazine is also available to browse online.

Wellness in winter

Moments of happiness at DAS SIEBEN



Relax to your heart's content

In winter, the landscape in Bad Häring transforms into a glittering sea of snow. Nestled in the heart of this white idyll, DAS SEVEN 4* Superior Health Resort, Hotel & SPA is the perfect place to unwind and recharge. Make yourself at home in the spacious spa area after an active day in the great outdoors. Enjoy the cosy warmth of the saunas and treat your body

to moments of weightlessness in the year-round heated pool. Soothing treatments, revitalising therapies and culinary delights add a perfect finishing touch to this delightful experience.

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or 4 nights from € 472

HAPPY WEEK

7 nights including half board
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from € 742



Additional information

*for one SiebenMed treatment; prices are per person; plus local tax; valid until 21 December 2021;