



*Genuss*

*Winter* 2022/23

MAGAZIN

#timetoenjoy

# Genuss MAGAZIN

## AreitAlm & AreitLounge were awarded the eco-label for gastronomy!

The topic of sustainability is very important to the Schmittenhöhebahn AG company. In the summer of 2022, the **AreitAlm** and the **AreitLounge** were certified and were awarded the Austrian eco-label for gastronomy in autumn 2022.

The Austrian eco-label was introduced in 1990 by the Environment Minister at the time, Marilies Flemming. The famous Austrian artist Friedensreich Hundertwasser could be won over to design the logo. The eco-label symbolizes the elements of ecology: Earth, water, nature and air.



### HOSTS EDITH & PETER PFEFFER

The first product to be certified in 1991 was the grey „bene folder“, which is no longer available today.

In 1996, the sign was extended to include tourism and gastronomy.



This certification is awarded to those businesses that impress with organic and regional cuisine, with responsible management, as well as with healthy and high-quality food. Furthermore, the sense of responsibility, including the well-being of the employees and the regional environment and economy, plays a decisive role.

It offers consumers a basis and promise for environmentally friendly choices by making a direct comparison between the environmental friendliness of products. In addition to organic and regional food, the promotion of environmentally friendly mobility and the comprehensive equipment of the company also play a role, in which attention is paid above all to natural materials from A for waste management to B biodegradable cleaning agents.

## Enjoyment of life and moments of happiness also go through the stomach ...

The Pinzgau is not just a tourist region with intact and diverse natural landscapes. Crystal-clear, rushing mountain streams with plenty of fish, blooming alpine and mountain meadows with many tasty herbs and forests offer the ideal basis for agriculture with a wide range of special and gourmet products.

The Areit-kitchen team, headed by chef Raimund Knautz, loves it regional and genuine! In the Areit-kitchen, valuable top-quality products are lovingly refined by imaginative chefs who

know their origins. Great value is placed on manual skills in the kitchen. Out of respect for meat as a food, animals are processed “from nose to tail”, as was customary in the past. With the regional products, the kitchen team creates traditional but also innovative slow food dishes in an imaginative yet simple way.



The food for the Areit-kitchen is obtained from the following regional suppliers: dairy products from the Pinzgau, the „daily bread“ is baked in-house, the „burger buns“ made for the AreitAlm come freshly baked from the Uttendorf bakery Haberl, eggs from the organic farm „Hintergaferl“ from Bruck an der Glocknerstraße, char and trout (freshwater) come from our fish supplier Mario Schwaiger from Saalfelden, beer and spirits from the Stiegl brewery and Scheyerer company, vegetables are from the „National Park Gardeners“, organic potatoes delivered by the Sampl family from Unternberg in Lungau, the meat suppliers



are the “Porsche-Schüttgut“, farmer Auer-nigg from Piesendorf and the butcher Schultes from Schüttdorf.

As a member of the „Via Culinaria“ and the „Genussweg“ we take our guests on one Culinary voyage of discovery through Alpine cuisine, between glaciers, mountains and lakes ...

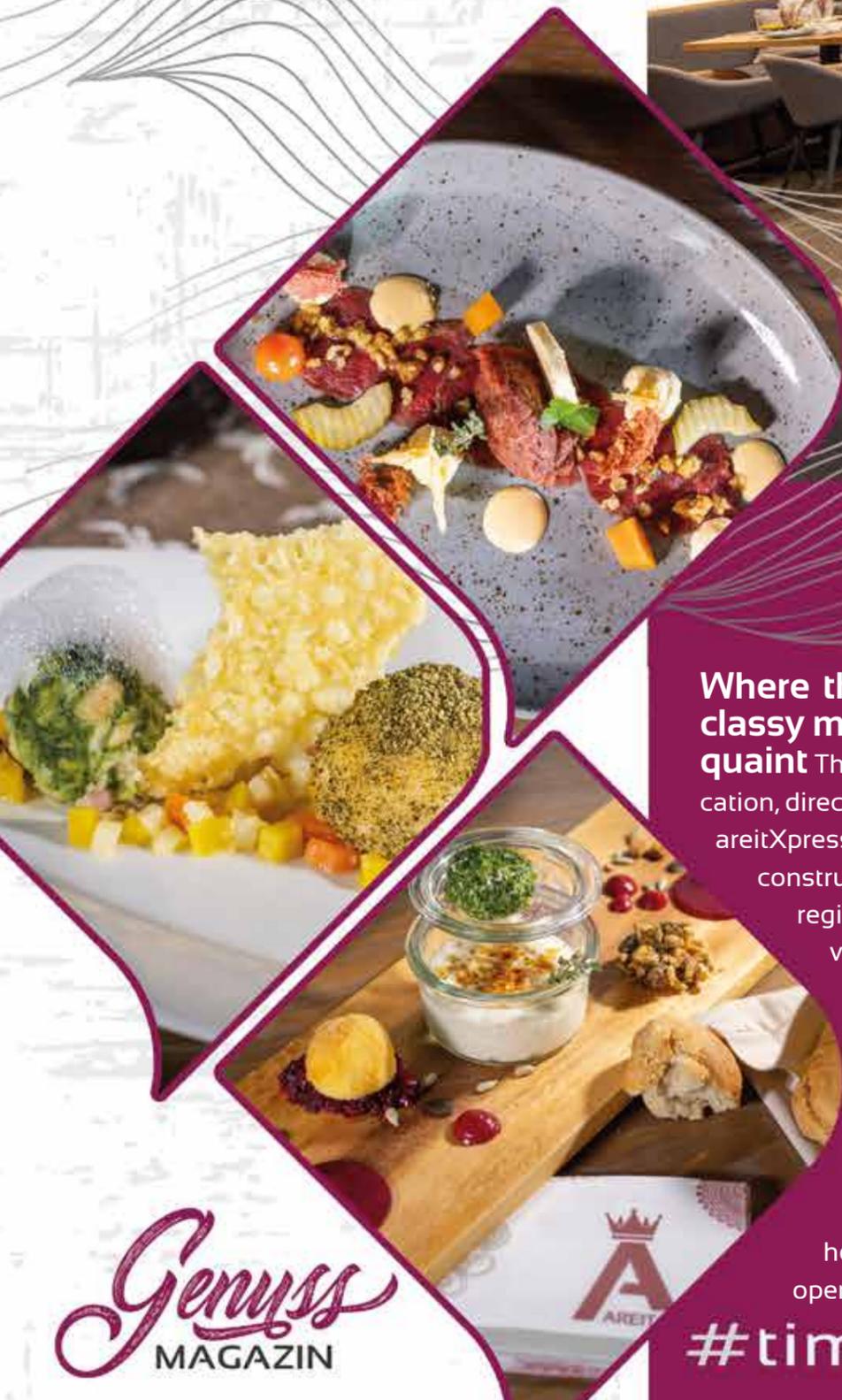


RAIMUND KNAUTZ  
EDITH & PETER PFEFFER

# AreitLounge

ECHT • STILVOLL CHIC

*Happiness is not  
a destination  
It's a way of life.*



## Pleasure meets the view – Time to enjoy

### Where the modern, stylish and classy meets the traditional and quaint

The AreitLounge is in a fantastic location, directly at the mountain station of the areitXpress. The materials of the building, constructed in 2017, are typical of the region and characterize the exclusive construction both inside and out: exposed concrete, glass, natural stone and black steel, in harmony with a facade made of chopped old wood, combined with high-quality furnishings with old wood, loden and vintage leather. The heart of the AreitLounge is the open fireplace, which can be seen

from all sides. Whether you sit by the fireplace or on the sun terrace with a stunning view of the Kitzsteinhorn and the Hohe Tauern, you have found a special place. A place to unwind, relax, "let the soul dangle" and just enjoy!

### A location for special moments

What do brands like Porsche Austria, Raiffeisen, Sport Bründl, R+V Versicherung AG und IONICA in common? Well, they've already chosen the AreitLounge as a location for their product presentations, company anniversaries and incentives. The personal atmosphere of the restaurant in a manageable size (up to a maximum of 120 people), an experienced kitchen and service team, outstanding offerings from the kitchen and the cellar and – last but not least – our unique location hold out the

promise of delivering unforgettable events.

### Enjoyment of life and moments of happiness

In **winter** – chilled sounds, rich beats, jazzy, swinging saxophone solos, combined with cool drinks and the AreitTapas-creations.

In **summer**: a weekly changing menu with numerous delicacies and a selection of sweet regional and Austrian dessert classics - the AreitLounge gourmet weekends have already become a cult.

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It's  
*Tapas*  
time



## All TAPAS in the AreitLounge

**Whether as a small or deluxe XL variant - Pinzgau culinary delights ...**

In almost all southern countries there are small dishes typical of the country that are eaten on different occasions. They are served as a snack between meals, but also as an hors d'oeuvre. In the south-eastern countries like Cyprus, Greece, Turkey, Lebanon and Jordan they are called mezze. The best known is the Spanish variant, the tapas. The Areit-kitchen team created the tasty AreitTapas to "try out"

our delicacies. Depending on your mood, you can choose between „Tapas small“ and „Tapas deluxeXL“. They are the perfect partner for our exquisite wines, which are also served by the glass, as well as all our Stiegl-beer specialties.

On the tapas platter there are small delicacies such as: cappuccino soup, „Pinzgau spring rolls“, „alpine prawns“, a small Wiener Schnitzel of veal, Pinzgau bacon, roast beef from organic beef tender pink, cheese specialties from the Pinzgau dairy, pickled vegetables, homemade spreads, herbal pesto and much more ... When eating tapas, of course, the oven-fresh, homemade ciabatta bread from the Areit-kitchen must not be missing. In times like these, it's particularly important to keep rewarding yourself a little and treat yourself to something special. So let yourself be surprised by our regional delicacies - you will be amazed!



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May your  
**Wine Glass**  
never be  
**Empty**



# SKI & DINE 2023

## "Genuss-ski days" March 9th - 12th on the Schmittenhöhe and in Zell am See

They are one of the much-loved culinary highlights of the winter season: the "Genuss-ski days" in March. At the start of the event, the kitchen crew led by **Areit head chef Raimund Knautz** and **toque chef Wolfgang Brugger** invite you to an exclusive 6-course menu with selected wines from the "K&K Kirnbauer" wineries, "Strass" winery and "Taubenschuss" winery.

**When:** Thursday, March 9, 2023, from 7 p.m

**Where:** AreitLounge

**Tickets:** only available online; Ticket price: EUR 119 per person

Menu with wine accompaniment including ascent & descent.

**Tickets:**

[www.genuss-skitage.at/de/ticketshop](http://www.genuss-skitage.at/de/ticketshop)

**GENUSS  
SKITAGE**  
falstaff & Zell am See  
Kaprun

### Guest award-winning chef

## *Wolfgang Brugger*

He completed his cooking apprenticeship with Josef Brügler in the "Thumersbacher Erlhof". After a few years „on season“, the 33-year-old started his own business with his wife Sandra in 2013 with the Taxenbacherhof. Here Wolfgang Brugger cooked his first toque in 2022.

[www.taxenbacherhof.at](http://www.taxenbacherhof.at)



## MENU with WINE ACCOMPANIMENT

THURSDAY 3/9/2023

Start of the pleasure ski dine in the AreitLounge  
**Aperitif: Grüner Veltliner Sekt Brut - Taubenschuss**



Mountain herb spread/BIO farmer's butter/spiced bread/alpine ciabatta  
homemade bacon edible stones with mushroom filling

Raimund Knautz & Wolfgang Brugger

**Wilde Wilde White 2022 – K+K Kirnbauer**  
**Gelber Muskateller Kalk & Kindel 2021 - Taubenschuss**



**Leogang salmon trout, lightly pickled**

**Peanut/Chili/Cucumber** Wolfgang Brugger

**Blaufränkisch equal pressed 2022 – Strass**  
**Grüner Veltliner Weinviertel DAC Reserve Ried Tenn 2019 - Taubenschuss**



**Cream of organic parsnip soup with pistachios** Raimund Knautz

**Weißburgunder Ried Weißer Berg 2021 – Taubenschuss**

**Pinot Blanc 2022 - Strass**



**„Risotto alla Carbonara“**

**Bacon from organic beef heart/organic egg yolk** Wolfgang Brugger

**Blaufränkisch GOLD Reserve 2020 – K+K Kirnbauer**

**Cuvée Epos 2019 - Strass**



**„Beef Saddle BIO“**

**burnt leek/Purple Haze/Alpen Dim Sum organic potatoes** Raimund Knautz

**The Phantom 2020 from Methusalem – K+K Kirnbauer**

**Blaufränkisch Hochäcker Reserve 2018 - Strass**



**Passion Fruit/Thyme/White Chocolate**

Raimund Knautz

**Spätlese „Royal Selection“ 2020 – K+K Kirnbauer**



Finally: **„Salzburger Nockerl“ praline**

**with an espresso - from Segafredo**

Wolfgang Brugger



# Our wineries 2023

## Winery K + K Kirnbauer

The winery is run as a family business and towers over the roofs of the "Blaufränkischland". Here the sun is good to the vines 300 days a year. Together with the heavy ground, the best red wines thrive on the 40 hectares of vineyards. The harmony of wine and wood is THE philosophy of the house. They are fully committed to sustainable management: Conservation of nature and resources should also enable future generations to enjoy optimal wine-growing conditions. The best-known wine is „Das Phantom“, with which Austrian winegrowing history was written in 1987 as the beginning of the cuvée culture.



## Winery Strass

The family winery is run by the couple Sandra and Franz Strass. The 16 hectares of vineyards are spread over the best locations in Central Burgenland from Horitschon to Unterpetersdorf and Deutschkreutz. Wine lovers also refer to this area as the Blaufränkischland. A special feature of the Strass winery are the oak barrels. Local oak trees are felled by Franz himself and processed by the family cooper into barrique barrels and large wooden barrels for the entire red wine harvest.



## Winery Taubenschuss

This traditional winery has existed since 1670 and builds on the experience of successful generations of winegrowers. The historic Poysdorf „Aspergerhaus“, a centuries-old jewel in the Weinviertel, has always provided the appropriate setting for this. As one of the first companies in Austria, they started bottling bottles in 1941. Today the business is run by Markus and Thomas Taubenschuss - with the active help of their parents Monika and Helmut, who are still actively involved in marketing and promotion.



They are a special hit every year: the „Pinzgauerisch aufgetischt-Sundays“ from January to March, with selected delicacies from the Pinzgau kitchen. Because, when skiing, lunch can be a bit heartier! The classic from the down-to-earth Salzburg cuisine is of course the oven-fresh „Schweinsbraten“, roasted crispy in the oven, with cabbage and dumplings.

„Bauernkrapfen“ (Farmer’s donuts) made from yeast dough and “Polsterzipfl” also have a huge fan base. The Germbauernkrapfen, also called „Kiachl“ in large parts of Austria, is one of the traditional dishes of Alpine cuisine. Both dishes are served hearty and spicy with sauerkraut or sweet with icing sugar, apricot jam or cranberry jam. Whether hearty, sweet or vegetarian - the dishes of the Pinzgau cuisine - prepared with a lot of love - all simply taste great.

### On the history of the “Pinzgau cuisine”:

The old recipes handed down from the Pinzgau primarily contain meatless dishes, but they are definitely hearty in character (cheese, butter, fried foods). Meat was only served on Sundays and public holidays. On weekdays, a high-carbohydrate meal plan was typical. Potatoes, flour (wheat, spelled and rye), butter and lard, sauerkraut and local vegetables from the typical „Bauerngartl“ (garden in front of the farm) were the most important ingredients. All kinds of desserts were adopted from Bohemian-Austrian cuisine, but mostly the recipes were modified with local ingredients. Cranberries, blueberries and elderberries in all forms are considered to be the typical fruits in the Pinzgau mountain region, along with apples and pears.



# Summertime on the "Schmitten"

freedom in sight

Start the day with a delicious breakfast on the spacious AreitLounge sun terrace. From there you have a breathtaking view of the snow-capped peaks of the "Hohen Tauern". Simply switch off from everyday life and experience the beautiful landscape. Here in the fresh air, the lovingly prepared creations of our head chef Raimund Knautz taste twice as good!

## GOURMET „ALM-BREAKFAST“ (from 2 people) until 11:01

2 Cup of hot drinks, breadbasket, croissant, butter, homemade marmalade, honey, nutella, natural yoghurt with muesli, fruits, ham & cheese platter, spread with herbs from the mountains, fruit juice, egg dish, glass of sparkling wine and "Alpine delicacies"



reservation is absolutely necessary!

## Summer in the AreitLounge

It is the unique, sunny location, directly at the areitXpress mountain station, just a few steps from the lift station to the restaurant. The eyes wander with pleasure from right to left, from the snow covered peaks of the 3.000m Hohe Tauern to picturesque located Lake Zell. On clear days one has the feeling that whole world is at your feet. „Be one with summer“ means charge batteries on the fresh air and has addictive potential. They have one found a special place to unwind, relax, "soul dangle" and easy just enjoy ...



## E-Motocross Park Zell am See – At the Areit mountain station step on the gas in an environmentally friendly way

Attention two-wheeler fans: give it your all – and with 0 percent emissions! In the E-Motocross Park on the Schmittenhöhe in Zell am See, you always have a clear conscience. Just like the extra portion of action, fun and adventure for young and old! The E-Motocross Park on the Schmitten is ideal for environmentally conscious motorsport fans and those who want to become one.

The adults start right at the areitXpress mountain station on one of the five KTM freeride e-motocross bikes! In addition to protective equipment, the packages offered for adults also include training.

For teenagers older than 12, under 60 kilograms heavy and curious about that e-motocross riding in Zell am See, there is a separate package. After a short training session, it starts to work out the beginner route and then to the trial park. On the motocross there is no route here yet – this offer is for everyone adolescents who are slowly adapting to the want to get a feel for e-motocross sport.

And the little ones between the ages of six and twelve can go to the Schmidolins Feuerstuhl practice course, where the older ones can also try their hand at driving. The small obstacles along the secured route challenge mini e-motocross fans. Become an alternative those obstacles on the "chickenways" easily bypassed.

Because the track is outdoors, appropriate clothing is recommended. Wearing tight, closed Shoes are mandatory! In heavy rain the e-motocross park is open the Schmittenhöhe closed.



[www.schmitten.at](http://www.schmitten.at)

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# AreitAlm

ZELL AM SEE

## SLOW FOOD

regional



## Slow Food regional - culinary diversity

**Modern hospitality, a cozy ambience and a wide range of culinary offerings** You will find this in the various restaurants: AreitAlm restaurant with pine parlor and fireplace corner, self-service restaurant, treetop terrace and day bar with vinotheque.

In the **AREITALM RESTAURANT**, a large selection of typical Austrian dishes is served in addition to the dishes on the menu of the day. Homemade soups, such as the goulash soup, the potato and caraway soup with chanterelles or the dump-

ling soup (with a Kaspress, a Tyrolean and a bacon dumpling) are particularly popular. As main courses, classics such as Wiener Schnitzel, Pinzgauer Kasnocken and various game dishes conquer the heart of every gourmet. Ribs, pork knuckles or chateaubriand can be ordered in advance. The sweet finish comes from the AreitAlm patisserie. Whether for two or for a group of up to 25 people, a set table awaits you at 12.00 noon in our **ZIRBENSTUBE**. As a welcome, the kitchen team will surprise you with an „amuse bouche“.

The **self-service RESTAURANT** is the right place for everyone who prefers to spend the whole day on the slopes and therefore doesn't have much time for lunch. The

focus here is on hut classics such as Bernese sausages, spaghetti, Tyrolean Gröstl, various soups and popular desserts: from yeast dumplings with poppy seeds and/or vanilla sauce, to apple or curd cheese strudel to the homemade „Kaiserschmarren classic“.

Fresh air fans and everyone who wants to take in the fantastic view will get their money's worth on the **“TREE TOP TERRACE“**.

Around 100 different bottled wines from selected wineries are stored in the **AREITALM-VINOTHEK**. Between 3 and 5 wines by the glass can be tasted daily in the **AREITALM-BAR**.

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# Suppliers

for our SLOW FOOD regional

In this issue of our "Genuss-Magazin", we are able to introduce you to some of our long-standing suppliers. Regardless of whether it is a small family-run business or a large, down-to-earth company, all of these companies have one thing in common: they share the Areit-philosophy of Slow Food regional and supply our business with high-quality and healthy food.



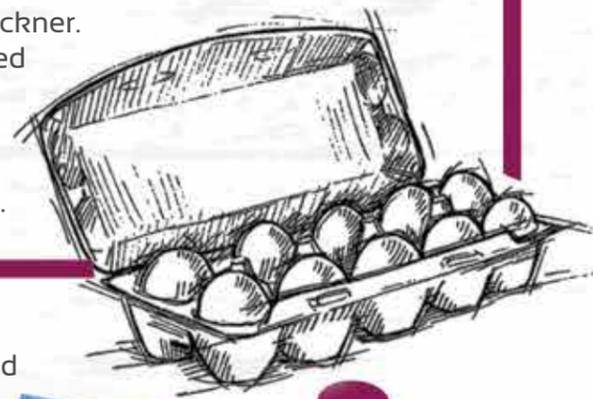
**BAKING TRADITION  
FOR OVER 120 YEARS**



## HINTERGAFERL "AROUND THE EGG"

The history of the Hintergaferlhof goes back over 200 years. At that time, the farm was a so-called „Samerlehen“, which means the last accommodation for humans and animals before crossing the Großglockner.

A terrible fire in 1922 destroyed the entire farm. Only the approx. 1 meter thick brick walls remain. In 1959, after their marriage, Peter and Martha took over the reconstructed Hintergaferl and run it as a dairy farm.



In 1989 Kathi and Helmut took over the Hintergaferl Hof. With the construction of a new barn in 2005, they switched to suckler cow husbandry. In 2021 Jakob and Anja expand the business with organic laying hens in a mobile stable. They start the farmyard sale of eggs and other farm products in a small farm shop. In the February 2023 another "flock" of the "egg laying employees" moves in the 2nd mobile stable.

Krössenbachstraße 25a,  
5671 Bruck an der Großglocknerstraße  
[www.hintergaferl.at](http://www.hintergaferl.at)



The Haberl bakery can look back on a long history. Already in the period from 1902 to 1955 Johann Haberl I sold baked goods in the old farm and business house in Uttendorf. During the war years, women and children can pick up milk and bread with goods vouchers. In 1955, Johann Haberl II began building the new bakery with a shop. In 1980, son Josef began his apprenticeship as a baker and took over his parents' business in 1992, already in his second year of apprenticeship. Great success at the 1990 international bread competition in Wels: 2 x gold, 2 x silver and 2 x bronze. In 1992 the commercial building was rebuilt and a cafe terrace was added

## BIOBROT - BÄCKEREI HABERL

and a small café expanded, this café will be enlarged in 2010. In 2013, his son Dominik was awarded the master craftsman's certificate - at the age of 21 he is now one of the youngest master bakers. As in 2010 and 2013, the Haberl Bakery was one of the big winners of the International Bread Competition in 2016. The proud result: four gold medals for the bread types "Haberl special farmer's bread", "100% rye bread", "Tyrolean sourdough bread" and nut wreath, as well as eight silver and six bronze medals for other baked goods submitted. In order to be able to deliver to business partners on time, two delivery vans will be purchased between 2019 and 2021. 2019: the team in the bakery is expanded by a pastry chef. An organic wholemeal bread is added to the range. For more than 120 years, the Haberl Bakery has been making the various types of bread and pastries with pleasure and made with passion.

Schulstraße 10,  
A-5723 Uttendorf  
[www.baecerei-haberl.at](http://www.baecerei-haberl.at)



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# Suppliers

for our SLOW FOOD regional



The double meaning of the word „act“ - to move something in addition to a commercial activity - is the focus of the corporate philosophy of the Massimo Zanetti Beverage Group. At Segafredo Zanetti, fair trade with coffee means the responsibility to be ethical, just, humane, ecological and honest. The company lives the implementation of its philosophy on its own plantation „Nossa Senhora da Guia“ in Brazil and the Beneficio „La Eva“ in Costa Rica with over 400 year-round employees.

Bio-Caffè Organica is a coffee blend made from Arabica and Robusta beans of the highest quality. The beans are organically grown and harvested in different countries like Mexico, Peru and Tanzania. The Organica owes its fine taste and rich aroma to the Robusta beans and the longer and more intensive roasting. The EU organic logo ensures that the cultivation requirements for organic farming are met according to the EU organic control body. The monitored organic cultivation ensures above all that there is no use of synthetic pesticides and cultivation without easily soluble mineral fertilizers.

## Vegetables from the Pinzgau for the Pinzgau

That is the motto of the national park gardening in Stuhlfelden. For several years, this farm has been producing the best organic, seasonal vegetables. Everything from kohlrabi to herbs to balcony plants is planted on fields totaling around 4 hectares. To complete the range, the national park gardening has partnerships with other organic farms and can therefore also offer oranges and apples.

Johann Altenberger • Pirtendorf 8  
5724 Stuhlfelden



## Stiegl – Salzburg culture of pleasure since 1492



The year 1492, with the discovery of America by Christopher Columbus, not only entered the international history books. On June 16 of this year, the „Prewhaws an der Gstätten“ was first mentioned in a document. The name „Stiegl“ only appears later. It is named after a small staircase next to the brewery on Anton Neumayr Platz in the city of Salzburg (this is the place where the House of Nature is located now). At the „Haus Bey der Stiegen“ the brewing water is fetched from the Almkanal. By the way: not only was beer brewed in the brewery at that time, it was also slaughtered and accommodated strangers who were given their own products to eat and drink. The citizens of the city of Salzburg came in the evening for a drink in the Bräustüberl or got their beer with cans for home.

Around 1650 there were over 100 brewers in the Salzburg region, and the city alone had 12 private city breweries. Stiegl is already the largest brewery in Salzburg at this time. According to written reports from his sister Nannerl, **Wolfgang Amadeus Mozart** also tastes the dark, spicy Stiegl beer very well.

In 1820 – Salzburg was already part of Austria – the owner of the Stiegl brewery modernized the brewhouse and bought a storage cellar in the mountain below the Salzburg Fortress. Beer is served in the garden above. This is the hour of birth of the legendary „Stieglkeller“ in the center of Salzburg. In 1863, the Stiegl brewery expanded and moved to Maxglan with what was, at the time, a state-of-the-art facility. The blackest day in the history of the Stiegl brewery is December 29, 1875. A defective chimney in the malt kiln causes a devastating fire. „The most beautiful brewery in Salzburg was engulfed in flames within a few hours“ is in the „Salzburger Zeitung“ the next day. The reconstruction of the brewery begins immediately. Just a few months after the fire, Stiegl is brewing again. From 1887 the Huemer-Kiener family led Stiegl to new heights. Investing in the future! Two steam engines, a brewhouse, a larger storage cellar, automatic keg and bottle filling and a small power plant are purchased.

[www.stiegl.at](http://www.stiegl.at)

Fortsetzung in der nächsten Ausgabe...



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Auszeit*



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