

WINTER 2024/25 TASTE Ski amadé



Ski amadé

TASTE Ski amadé – the very best flavours from the Austrian mountains

Local and seasonal – Ski amadé has stood for sustainable and high-quality enjoyment for years. This is particularly apparent in the various culinary initiatives, such as the Ski and Wine Enjoyment Huts, the Enjoyment Ski Routes for everyone, the Highest Farmers' Market in the Alps and the Ski and Wine Enjoyment Week in March. Local products from the region's producers take centre stage everywhere. If you want to know what Ski amadé tastes like, simply taste your way through the 'TASTE Ski amadé' offers and you will find your own personal gourmet highlights.

Local and regional: the tasty combination of Ski amadé

Locally sourced food simply tastes better and is also much more sustainable. Where there are skiers in winter, there is good grazing and wild herbs for the cows in summer. It is precisely these that make their milk so flavoursome, which is then used to make cheese for the cheese dumplings in the huts. The ski resorts of Ski amadé are proud to spoil their guests with high-quality culinary experiences. The combination of local, seasonal and sustainable products with creative cooking skills ensures unforgettable moments of indulgence.

Enjoyment Ski Routes: the best tips from the locals

The Enjoyment Ski Routes in Ski amadé bring together the best insider tips from the locals. The 13 routes combine skiing with getting to know the ski areas and regions, local specialities, the unique Austrian ski hut culture and the traditional hospitality associated with it. The only prerequisite for getting to know all the tips is a ski pass. Each of the five Ski amadé regions offers at least two Enjoyment Ski Routes, on which the tips and culinary highlights of the region can be experienced at your own pace. Each stop has its very own culinary speciality. There are also tips on special places to visit in the valley.

The Enjoyment Ski Routes show skiers that there is much more to the huts in Ski amadé than the usual grilled sausages and "Germknödel" (yeast dumplings). Every guest can find their own personal gourmet highlight. The routes are included in the "Ski amadé App" and can also be found on the Ski amadé website.

Ski and Wine Enjoyment Week: the culinary highlight of the winter season

Things get particularly enjoyable in Ski amadé when the days get longer and skiing in the sun is the order of the day at the end of the season. From the 15th to the 22nd of March 2025, the tastiest highlight of the winter season is on the programme for the 15th time: The Ski and Wine Enjoyment Week. This special week is all about savouring exquisite wines and delicious food while enjoying the last turns of the season on the perfectly groomed slopes. During the Ski and Wine Enjoyment Week, visitors can look forward to over 40 event highlights centred around skiing and Austrian wine.

The 28 certified Enjoyment Partner Huts in the ski areas of the five regions invite you to a special culinary summit get-together. Under the motto "Skiing and Austrian wine", they present an exquisite selection of wines that go perfectly with the local specialities. These huts are characterised by their wide range of high-quality Austrian wines and local dishes. They are selected in cooperation with the competence partner "Österreich Wein Marketing" (Austrian Wine Marketing) and labelled with the certification badge at the entrance.

The food is locally sourced, seasonal and freshly prepared. There are also good Austrian wines and the exclusive Ski amadé wine range on offer. The well-trained service staff know which wine goes best with which dish. From savoury cheese and bacon platters to sweet desserts such as "Kaiserschmarrn" and apple strudel - every connoisseur will find something to their liking here. The combination of sporting activity and culinary delights makes the Ski and Wine Enjoyment Week an unforgettable experience that attracts numerous visitors year after year.

Every year, 18 hotels put together special culinary packages that make gourmets' hearts beat faster. These packages not only include overnight stays and ski passes, but also exclusive wine tastings and gourmet dinners prepared by top chefs.

New enjoyment award: "Best Ski amadé Enjoyment Partner 2024"

Together with "Österreich Wein Marketing", the "Best Ski amadé Enjoyment Partner 2024" award was presented for the first time. From December 2023 to April 2024, guests of the Ski amadé region were able to take part in a public vote via the Ski amadé website to vote for their favourite "Genusspartner" huts. Various criteria for the wine and culinary experience were assessed, such as the variety of Austrian wines, the presentation of the wines on offer and the wine recommendations and advice. The Enjoyment partner hut that achieved the best survey results throughout the 2023/24 winter season was honoured as the "Best Ski amadé Enjoyment Partner 2024". The Kogelalm in Wagrain was crowned this year's winner at this year's Enjoyment Partner meeting in July 2024. The hut owners were delighted to receive an exclusive wine trip within Austria.

However, the participants in the voting didn't go away empty-handed either. A Ski amadé weekend stay, day ski passes and numerous wine packages were raffled off among all those who voted.

Highest Farmers' Market in the Alps: market stands of local farmers at the ski huts

Farmers' market meets skiing enjoyment – the 'Highest Farmers' Market in the Alps' has also been held during the Ski and Wine Enjoyment Week since 2015. Farmers and producers from the region present their home-made products at market stalls right next to the ski huts. Just like at a real farmers' market in the valley, skiers can buy cheese, ham, sausage and schnapps, as well as jams, honey and teas, directly from the producers. Some producers also offer tastings of their specialities. The market stalls with traditional 'Blattkrapfen' with sauerkraut or real Pongau meat pasties become high-quality ski drive-in snacks.

Further culinary event highlights in Ski amadé: the highest flavour experiences in the Alps

In addition to the numerous gourmet initiatives organised by Ski amadé, the five regions also offer a variety of local culinary events and offers throughout the winter season. From traditional Farmers' markets and exquisite wine tastings to festive gourmet evenings, there is something for every gourmet to discover.

In Grossarlal there is the weekly 'Skikeriki', where early risers can enjoy early morning skiing followed by a regional breakfast in a mountain hut. This combination of sporting activity and culinary enjoyment makes 'Skikeriki' a very special experience.

The Hochkönig region is hosting the legendary Craft Beer Festival from the 26th to the 29th of March 2025. This event attracts beer connoisseurs from near and far who want to sample a variety of craft beers. Visitors can look forward to a wide range of beers from national and international breweries. There will also be culinary specialities to enjoy that go perfectly with the various beers. Live music creates an atmospheric ambience that rounds off the enjoyment experience and makes the festival an unforgettable event.

Gastein offers a unique experience: after reaching the summit in Sportgastein, visitors can enjoy an exclusive breakfast at an altitude of over 2,600 metres in an impressive glass and aluminium sphere. This extraordinary location not only offers a breathtaking panoramic view, but also an unforgettable culinary experience.

Schladming-Dachstein complements the varied offer with the cool "Snow & Beef" barbecue event at the Krummholzhütte on the Hauser Kaibling and at the Onkel Willy's Hütte on the Planai. Here, meat fans can enjoy delicious barbecued dishes prepared by experienced grill masters in a wintery atmosphere.

In the Salzburger Sportwelt, more precisely in Altenmarkt-Zauchensee, a unique show barbecue experience offers culinary highlights at an altitude of 1300 metres. Under the starry sky, you can immerse yourself in Alpine cuisine while the barbecue master serves several courses by firelight. This event combines impressive cuisine with a picturesque mountain backdrop.

These events show that Ski amadé guarantees its guests great enjoyment – both on the slopes and with its culinary offerings. Further information can be found under www.skiamade.com/taste

Austrian sparkling wine in the snow with Ski amadé

Austrian sparkling wine is heading to the place where skiers' hearts beat faster in winter – the snow. From the 9th to the 10th of March 2025, sparkling wine lovers can look forward to a sparkling variety of the country's best producers in the Hochkönig region. As part of a sparkling wine rally, numerous sparkling wines can be tasted at various stations and for even more fun, there is a collector's pass with which you can win great prizes if you visit all the stations.

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