



Genuss Summer 2023
MAGAZIN
#timetoenjoy



Delight meets view – Time to enjoy

Where the modern, stylish and classy meets the tra- ditional 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 „LUNCH WITH A VIEW“

In the restaurant or on the spacious AreitLounge sun terrace you will find numerous delicacies on the weekly changing menu. The lovingly prepared slow food creations taste great in the fresh air from the AreitLounge kitchen team twice as good. All „sweet tooth“ are spoiled daily with regional and Austrian dessert classics, delicious cakes and tarts, as well as sorbets and sundaes with fresh seasonal

fruit from the in-house patisserie.

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.

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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.



**GASTGEBER
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.

For the environment: Areit- Lounge Straw Straws ...

For the sake of the environment, the Pfeffer family from the AreitLounge has set itself the goal of gradually reducing plastic consumption. One searched for an alternative to single-use plastic straws. They found what they were looking for at an Austrian organic farmer. This produces and sells drinking straws made from triticale straw. Triticale is an ancient grain (a cross between wheat as a female and Roggen as a male partner, which is first mentioned in a document around 1875).



When harvesting the grain with the combine harvester, special care must be taken to ensure that the ears of corn are cut very tightly in order to obtain the longest possible stalks. The stalks are collected with a binding mower. A specially developed sorting machine guarantees the consistent quality of the „tubes“.

The straws are made from grain stalks and are a purely natural product that can be reinserted into the natural cycle after use without leaving any residue. From farming on sustainably managed fields to packaging, all stages of the manufacturing process remain on the certified organic farm of the Austrian family business. All sorting and cutting work is done by hand. A specially developed process guarantees the necessary hygiene and suitability for use with food. The drinking straws for the AreitLounge are individually designed. The logo branding of the straws was created by the organic farmer's cooperation partner, the „Geschützten Werkstätten“.



**RAIMUND KNAUTZ
EDITH & PETER PFEFFER**

alpine meadow & forest



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„Slow-Food“ from the region

We are proud of the genuine food from the region!

The Pinzgau is not only a tourist region with intact and diverse natural landscapes. Crystal-clear, rushing, fish-rich mountain streams, blooming alpine and mountain meadows with tasty herbs and berries, as well as forests with various mushrooms offer the ideal basis for a Farming with a wide range of specialty and indulgence products. In recent years in particular, tried and tested products have

been rediscovered and further developed in line with tradition and innovation.

The Areitkitchen-team, headed by chef Raimund Knautz, loves it regional and genuine! Valuable top-quality products are lovingly refined in the Areitkitchen. Great value is also placed on craftsmanship 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.

As a member of the „Via Culinaria“ and the „Genussweg“ we take our guests on a culinary

journey of discovery through Alpine cuisine, between glaciers, mountains and lakes.

Anyone who would like to learn more about herbs, mushrooms, berries & Co: Some of our chef's recipes are available at www.areitlounge.at/blog



AreitLounge Blog



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Weekend Special



weekend special - AreitTapas

the Areit-kitchen must not be missing.

OUR TIP

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 Hohe Tauern. Simply switch off from everyday life and experience the beautiful landscape.

Advance reservation is absolutely necessary!

In times like these, it is particularly important to always reward yourself a little and treat yourself to something special. So let yourself be surprised by our regional delicacies - you will be amazed!

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 Areit-Tapas 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 Alpen-ciabatta bread from

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Summertime on the "Schmitten"

freedom in sight

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 snowcovered peaks of the 3.000m Hohe Tauern to picturesque 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 – Accelerate in an environmentally friendly way at the areitXpress mountain station

Attention two-wheeler fans: give it your all – and with 0 percent emissions! In the E-Motocross Park on the Schmitten, you always have a clear conscience. Just like the extra portion of action, fun and adventure for young and old! The E-Motocross Park is ideal for environmentally conscious motorsport fans. Adults get started on one of the five KTM Freeride eMotocross bikes! In addition to protective equipment, the packages offered also include training. There is a special package for teenagers who are older than 12 years, weigh less than 60 kilograms and are curious about e-motocross riding. After a short introductory course, you will first go to the beginner's course and then to the trial park.

And the little ones, between the ages of six and twelve, can go to the practice course Schmidolin's fire chair, where the older ones can too dare the first driving attempts. The small obstacles along the secured Track challenge mini e-motocross fans. Alternatively, these obstacles are easily avoided on the „Chickenways“. As the route is outdoors, appropriate clothing is recommended. Wearing solid, closed shoes is mandatory! In case of heavy rain, the E-Motocross Park is closed.



Events Summer...

SATURDAY 22/7/2023

KIDSMANIA: 9 A.M. – 5 P.M.,

areitXpress mountain station, free ascent and descent for children!

At the KidsMANIA movement tour there are many activities for children such as bouncy castles, slides, fun competitions and various play and fun stations that invite them to play and move.

SATURDAY 9/9/2023

INTERNATIONAL SCHMITTEN DOWNHILL GOLF TROPHY:

for "off-road" golfers, teams of 4 play 13 holes from the Trassxpress mountain station to the AreitLounge. Special rules will be announced at the start.

Info & entries: golf@zellamsee-kaprun.at



Also in the Schmitten Offroad Park - the crawler park for young and old

How about exciting model vehicle action? With remote-controlled model cars, also known as „crawlers“, you master a specially designed obstacle course. Equipped with a handy remote control, a robust model vehicle and the knowledge of how to use both, it's off to a good start. Action and fun are definitely guaranteed!

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www.schmitten.at

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Suppliers

for our SLOW FOOD regional



In the second issue of our "Genuss-magazine", we are once again able to introduce some of our long-standing suppliers to you. 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** from the region and supply our business with high-quality and healthy food.

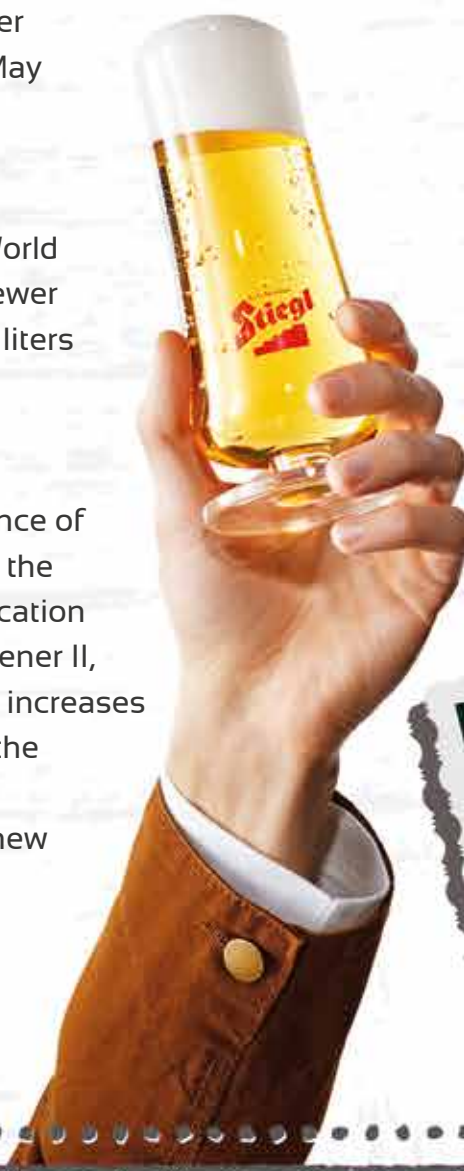


Salzburg culture of pleasure since 1492 – part 2

11912 is a particularly important year for the brewery. Through the introduction of new technologies and thanks to the high production quality, Stiegl becomes the leading private brewery in Salzburg. At that time there were three types of beer: light March beer, double malt beer (special beer) and dark lager beer. They also produce their own bock beer at any time of the year (such as the Christmas and Easter bock, or the May and Whitsun bock). In this year, the still popular „Stiegl Goldbräu“ was entered in the trademark register.

In the Stiegl brewery chronicle, the years up to the outbreak of the 1st World War described as „beery times“. 1910 there in the city Salzburg has no fewer than 174 restaurants. The per capita consumption of beer was over 200 liters (for comparison, the Austrian average: approx. 100 liters). In 1914, Stiegl produced a record 130,000 hectoliters of beer.

The 2nd World War also left the mark on the Stiegl brewery. In the absence of good raw materials, the quality of the beers suffers. 1944/45 represents the Kiener family only produced 40,000 hectoliters of a "thin brew". Confiscation and bombing raids continued to hit the brewery hard. Under Heinrich Kiener II, the brewery was on the road to success. Between 1950 and 1960, Stiegl increases beer output by 100,000 hectoliters. 1954 brings Heinrich Kiener II with the founding of the „Salzburger Getränkeindustrie“ Coca Cola to Salzburg. Produced and sold in the first year the company 100,000 cases of the new caffeinated lemonade. In 1990, at the age of 80, Heinrich Kiener II died after 51 years in the brewery. With Dr. Heinrich Dieter Kiener, a member of the family, takes over the traditional company.



In 1991 the fermentation and storage cellars were expanded, and in 1995 the "Stiegl Brauwelt" opened. In 2004, Stiegl expands the track system so that even more raw materials and beer can now be transported on the environmentally friendly Stiegl railway. In 2005, the most modern brewhouse in Europe was opened: In the 18-ton boiler of the plant, Stiegl brewed in the traditional manner, strictly in accordance with the Purity Law of 1516. In the new brewhouse, too, brewing was done by hand. „Braukunst auf höchster Stufe“(The art of brewing at the highest level) is created from exquisite ingredients and 12° original wort.

The next milestone in the history of the Stiegl brewery happened on December 16, 2009: at exactly 10:12 a.m., the millionth hectoliter of beer was brewed in the Stiegl brewery after more than 500 years of history. Dr. Heinrich Dieter Kiener creates a large variety of products over the years, out of passion and with great craftsmanship. In addition to the well-known Stiegl beers, which are available all year round, specialties such as the house beer and the vintage beers are also brewed. In 2017, the Stiegl brewery, with owner Dr. Heinrich Dieter and his wife Alessandra Kiener, is celebrating 525 years of Stiegl beer with a magnificent procession through the old town of Salzburg to the Stiegl brewery in Maxglan.



OUR HOME:
Stieglbrauerei • Kendlerstraße 1
A-5017 Salzburg



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Fish farming – Mario Schwaiger

In December 2017, Mario Schwaiger turned his hobby into a career. The Schwaiger fish farm was founded and Mario started breeding lake trout, rainbow trout, brown trout and brook trout. After initial difficulties and many intensive hours of work, fresh fish and all kinds of processed fish products are now available every day.

The fish farms are located directly on the "Leoganger Arche" and were newly built in 2018. The fish have enough space to grow up here. The quality of the water and the feed play a particularly important role in fish farming. Hygiene and health checks for fish are also essential. In addition to breeding in the fish farms, Mario Schwaiger is also responsible for stocking fish for the "Leoganger Arche".

Mario Schwaiger's farm shop is open by appointment.



**FISH FARMING
SCHWAIGER
Mario Schwaiger
Kohlengasse 41
5760 Saalfelden**



„Pinzgau Milch“ - dairy in Maishofen



Closeness to nature, sustainability and many years of experience: These are the cornerstones for the specialties of "Pinzgau Milch". The traditional company in Maishofen is an innovative milk processing company for an entire region that, thanks to the intact environment, offers ideal conditions for organic and mountain farmers' milk products. "Pinzgau Milch" is deeply rooted in the region and its traditions.

In 1934, 24 farmers from the Saalfelden area formed a milk processing company. Five years later, dairy farms in Zell am See did the same. In 1958 they joined forces and the "Pinzgauer Molkerei reg. GmbH" was created. In 1962, milk processing began at the newly built site in Maishofen. It was permanently invested in the expansion of production facilities and capacities. In this way, a milk processing company with an international format developed from the formerly small-structured cooperative farms. Today, "Pinzgau Milch" is 80% privately owned and 20% owned by the Pinzgau Milch registered milk delivery and property cooperative.

The mountain farm products from "Pinzgau Milch" impress with their quality and freshness. The gentle processing gives the GMO-free mountain farmers' specialties an incomparable taste. The fresh mountain farm milk not only impresses with its 100% natural taste, but also with 100% climate-neutral packaging - with less weight, less resource consumption and less CO2! Whether mountain farmer's buttermilk, yoghurt, whipped cream, butter, cheese & more - the variety of dairy products promise true culinary delights. Living tradition and contemporary processing methods go hand in hand here. "Pinzgau Milch" is proud of this - and you can taste it!

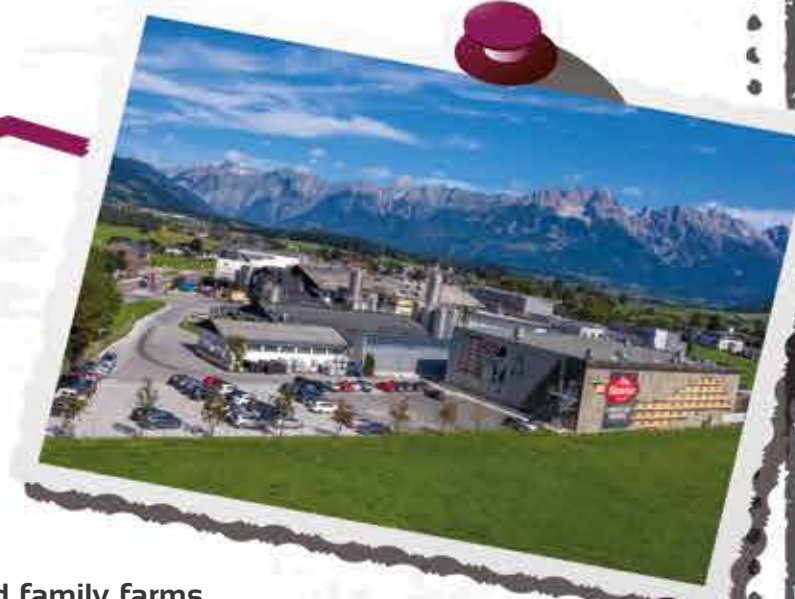


PINZGAU MILK - DATA & FACTS

- + The Pinzgau employs around 240 people
- + Milk production GmbH. + The export share is 45%.
- + 58% of the milk delivered is organic milk, 23% of which is organic hay milk.
- + 1000 farmers trust their milk to "Pinzgau Milch".
- + 12 cows have the small-structured family farms on average.
- + Approx. 120 million kilograms milk is processed annually.
- + Certifications: IFS, BRC, AMA seal of approval, AMA organic seal, organic and GMO.

(Status: 2022)

WWW.PINZGAUMILCH.AT



Suppliers of meat products

for our SLOW FOOD regional

There are few food-related topics that are discussed as intensely and emotionally in times like these, as the topic of eating meat. We like to spoil our guests with meat dishes. When selecting our suppliers, we rely on local companies, such as Porsche-Schüttgut from Zell am See, farmer Auernigg from Piesendorf and the butcher Schultes from Schüttdorf, for whom the word animal welfare is not just a buzzword and who focus on fresh meat have laid regional meat. Out of respect for meat as a food, animals are processed by our kitchen team from „nose to tail“.



Schultes Butcher's shop

Alte Landesstraße 12 • A 5700 Zell am See / Schüttdorf

The Schultes family business has been processing meat with great passion and craftsmanship since 1949 - and is now in the third generation. Regionality is in the foreground. It is very important for the Schultes family to know where the raw materials for their products come from. They maintain personal contact with the suppliers, according to the motto: „People come together through talking!“ This creates an ever-growing network of highly specialized suppliers who work together to deliver the best quality food.

Local game, beef, pork and poultry are a fixed part of the product range. Species-appropriate husbandry for farmers is just as important as sustainable production, short transport routes and the stress-free slaughter on site or in the own slaughterhouse. In the processing and

production are laid down by those responsible at the butcher shop Schultes attaches great importance to sustainability. Latest machines, energy efficient heating and cooling technology and a state-of-the-art heat recovery systemenable resource-saving production.

www.metzgerei-schultes.at



Gutsverwaltung (grange management) Schüttgut Schüttgutweg 15 • A 5700 Zell am See

The „Gutsverwaltung Schüttgut“ is located at 750 m above sea level and is a dairy farm. The raw milk is delivered to the Pinzgau dairy. The farm is also a cattle breeding operation for the Pinzgauer x RF breed and is a member of the Salzburg Cattle Breeding Association.

In 1981 a playpen was built for the welfare of the animals. The animals spend the summer on the two alpine pastures: the approx. 70 dairy cows spend around 80 days on the „Grundalm“ at 1400m above sea level. The young cattle spend about 120 days every summer on the „Hochalm“ at 1600 - 2000m above sea level, looked after by a shepherd. The „Grund- and Hochalm“ have an area of 405 ha.

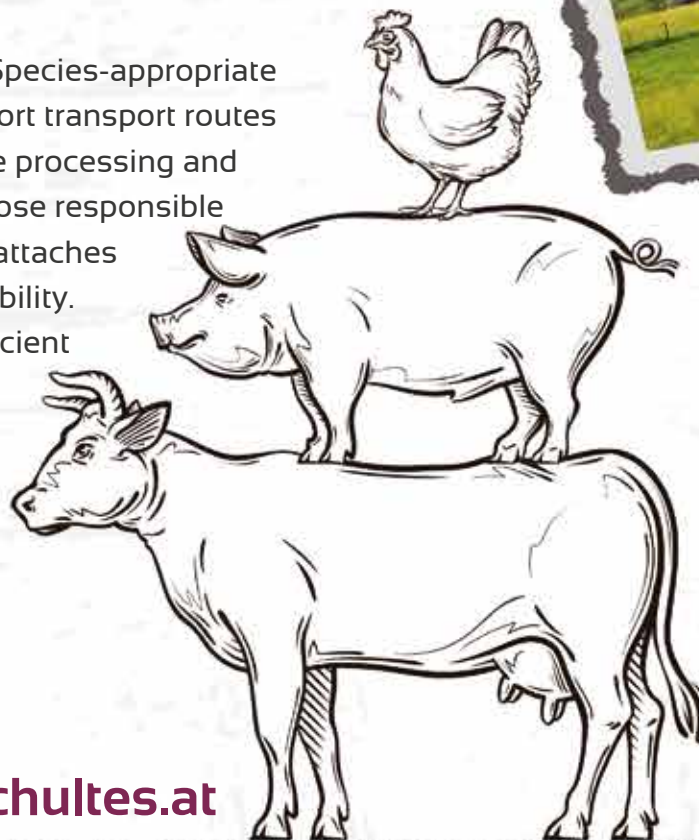


„Bergbauernhof der Familie Auernigg“

- vulgo Bamerbauer; Bam 4 • A 5721 Piesendorf

The mountain farm of the Auernigg family is on the south side of Piesendorf, idyllically nestled between steep mountain meadows and wooded areas. Already in the fourth generation, the farm is run organically and extensively by the family as a suckler-cow operation. The herd of cattle includes eight suckler-cows with their calves and one young bull.

Since the farm has certified slaughterhouses, the young animals are slaughtered stress-free on the farm and their meat is marketed directly from the farm.



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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 vinothek.

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 are particularly popular. As main courses, classics such

as Wiener Schnitzel, Pinzgauer Kasnocken and various game dishes conquer the heart of every gourmet. 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. Fresh air fans and everyone who wants to take in the fantastic view will get their money's worth on the **“TREE TOP TERRACE”**.

culinary diversity – AreitAlm winter

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**.

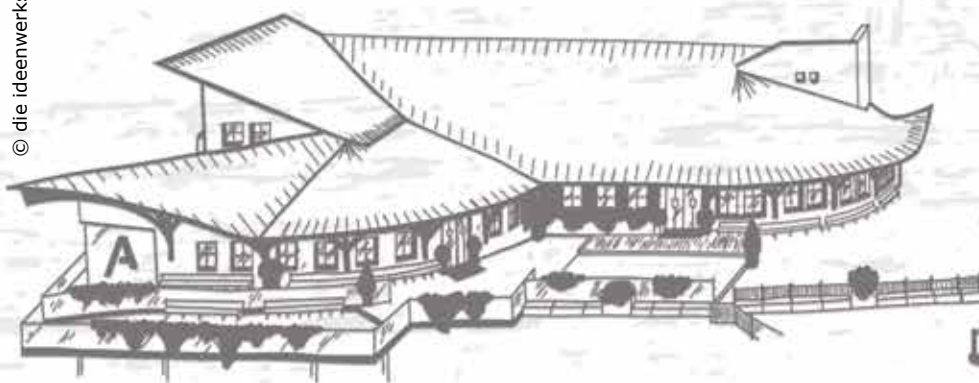
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