Who are we?

Farmers
Regional stores
Manufacturers
Tourism organizations
Gastronomy
Advisory board
Our aims

“Culinary tourism is a driver of regional economic development and the most important thing to act sustainable is a closed added-value circle in the regions.”

• We focus on the cooperation of all players in the regions – collaboration with more than 100 regional culinary organizations

• Basis is an officially approved quality and traceability system for peasant direct marketer, food manufacturer and gastronomy (around 2,700 certified companies)

• Because of various actions we built a long term partnership
Focus of the culinary strategy Austria

- Quality and origin assurance
- Innovations for the market
- Perception as a culinary destination
- Availability of quality and origin-assured products
- Appreciation for manufacturers and food products
- Joint commitment
This is what the quality and traceability label stands for

• Guaranteed regional origin of the food
• High product and processing quality
• Climate protection because of short routes of transport
• Fresh preparation
• Traditional craftsmanship and long-term experience
• Family-run businesses
PERCEPTION OF AUSTRIA AS A CULINARY DESTINATION

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Joint communication between tourism and agriculture

**Objective:** Positioning Austria as THE culinary destination in Europe and raising awareness for quality and origin assured products

**Milestones in communication:**
- Tangible stories - people and products as protagonists
- Bringing top performances in front of the curtain
- Increase appreciation for regions, regional food and producers

**Participation partner:** Culinary Network, Austrian National Tourist Board, Austrian Wine Marketing

*Austria is the country of careful refining*
*We want to prove instead of claim. We want to find, not fake.*
Video & content marketing online - Enjoyment ambassadors

Dynamic display ads
AMA GENUSS REGION certified producers and restauranteurs
Content cooperation: online 1000things.at enjoyment planner

https://www.1000things.at/austria/kulinarik/1000things-genusskalender
Content cooperation: magazines
Coupon system

Lottery of 10,000 coupons à € 50,-
TV cooperation: „Silvia kocht“
Social media channels: regional genießen
Enjoyment network

Networking platform for producers and buyers

Individual profile with description of the offer or the demand per company

Direct contact of the companies via integrated chat and video functions
THANK YOU

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