



## The Taste of the Winter Holiday

***Serfaus-Fiss-Ladis is counting on quality! Thus, the Tyrolean winter sport region has firmly established itself as one of the world's Top 10 skiing areas. Yet the 68 state-of-the-art lift facilities, 214 optimally prepared piste kilometres and the world's smallest, highest-altitude, air-cushion suspension underground railway are only the hardware. The decisive factor in the whole Serfaus-Fiss-Ladis experience is the software – the passionate commitment to making the guests feel happy in every way. And this naturally includes ensuring that the skiing holiday is to everyone's taste – in the full sense of the word. Here are five excellent examples.***

"Eating is more than just the intake of food. Eating means taking on responsibility for our resources and for all the people who are behind them" – the words of someone who must certainly know: Michael Pregenzer, no other than the manager and chef of the 4\* Hotel Gebhard in Fiss, who was awarded 88 Points and 2 Forks by the 2019 Falstaff Restaurant Guide. The hotel boss prepares his dishes freshly, lightly and creatively. Here, traditional Tyrolean dishes are reinterpreted in modern style, simply yet exquisitely. Like Pregenzer, ever more restaurants in Serfaus-Fiss-Ladis are focusing on providing healthy delicacies coming directly from the local area.

### **Organic meets regional: In Serfaus-Fiss-Ladis, only the best reaches your plate**

In the Tyrolean winter sport region, the regional marketing of agricultural products works extremely well. This is made possible by the special partnership between the farmers, cable railway companies and restaurants in Serfaus-Fiss-Ladis. Put simply, the mountain farmers make some of their meadows available as ski pistes in winter, and in exchange receive 15-20 percent more than the market price for grain, milk, cheese, yoghurt, eggs, noodles and meat – while the gourmet mountain huts in the skiing area and the restaurants in the villages conjure up the finest culinary delights from the local products.

### **Zirbenhütte: The fragrance of pinewood, the crackle of the open fire, the flavour of pan-fried veal**

Any skier who swoops to a halt at the Zirbenhütte mountain hut gourmet restaurant with a pulse rate of 180 after tackling the challenging "Zwölfer-Sportiv" slope needs one thing, above all: to reward themselves! So, it's off to the big sun terrace. Or, almost better, into one of the quaint snuggeries with their wonderful scent of pinewood. Now it's time to recharge your energy reserves – but in a fitting style, please! Hut Manager Philipp Kaschutnig ensures that only high quality, regional products reach your plate – such as the tender, aromatic meat of the Tyrolean Grey calf. So it's as clear as day why his "Grauviehpfandl" ("Grey veal pan") is famed far beyond the Serfaus-Fiss-Ladis skiing area.

### **A ski stop at the Leithe Wirt, or the fine art of smoking meat**

The Leithe Wirt nestles at the edge of the forest – 200 metres above the rooftops of Serfaus, right next to the valley station of the Königsleithebahn cable railway. The cosily rustic mountain restaurant is famous for its traditional Tyrolean cooking – and above all for its smoked specialities. Up here, bacon, osso collo, salami & co are spiced, cured and cold-smoked using beechwood shavings mixed with wild juniper twigs in the smoking hut in front of the restaurant, with great attention to detail. Not for nothing is the smoked meat called "Leithe's Finest".

### **Seealm Hög: Straight from the Schneisenfeger Family Coaster to the gourmet sun terrace**

Short routes to tastebud bliss: the Seealm Hög is situated right at the destination of the "Schneisenfeger Family Coaster". Thanks to its open architectural design and large window fronts, it offers superb close and distant views of the lake and the mountain scenery. And the menu? It contains surprises, with vegetarian and vegan cuisine, as well as fish specialities. On mild days in late winter, you can snuggle up in one of the sun loungers – and enjoy the food and drinks service on the sun terrace.

### **Not something for late risers: Mountain breakfast on the Hexenseehütte**

Untouched mountain environment, lonely tracks in the snow, and a full mountain breakfast – whoever wants to enjoy a unique summit panorama at the crack of dawn will not go wrong by taking the Masner Express up to the Sunrise Hexensee. The mighty snowcat transports the early birds in an approximately hour-long ride up to 2,588 metres into the middle of the skiing area. Just in time for the big sunrise spectacle. When the first rays of sun have started passing over the mountain tops, the morning light allows thousands of small snow crystals to shine. Saving the best for last: in the Hexenseehütte, the fragrances of bacon, cheese and fresh pastry dance around in the air – everyone is guaranteed to leave on a full stomach. Und whoever has their skis with them can afterwards swing down the slopes into the valley. Just wonderful!

### **Epilogue: The "Fissky Imperial" – the new Tyrolean single malt whisky**

And finally, something liquid for connoisseurs: master distiller Gerhard Maass from Prutz in the Upper Innstal Valley recently began distilling his "Fissky Imperial" from original, natural Fisser Imperial Barley, fresh spring water and peat from the Piller Moor. The Fisser Imperial Barley is a grain which almost fell into oblivion, but which has since recently been growing on the high plateau around Serfaus-Fiss-Ladis once more. The new Tyrolean single malt whisky tastes somewhat smoky and earthy, yet fruity. At all events, it's 100 percent regional. It's already won its first prizes...

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### **About Serfaus-Fiss-Ladis**

Surrounded by the peaks of the Samnaun mountain range and Ötztal Alps, Serfaus-Fiss-Ladis is a holiday region that offers a winter holiday experience like no other. Situated on a high sunny plateau above the Upper Innstal valley in Tyrol, the three original mountain villages Serfaus, Fiss and Ladis offer skiing fun at altitudes of between 1,200 and 2,828 metres above sea level, thus guaranteeing snow throughout the whole of winter. And that's not all: over 20 years ago, it was decided to unite the two skiing regions of Serfaus and Fiss-Ladis. Not only did this make the skiing region larger and more visitor friendly, but it also made winter holidays uniquely multi-faceted: More for families. More for action heroes. More for connoisseurs. More winter holidays with more safety. Just as carefree and relaxed as always, but as safe as never before! Find out more at [www.serfaus-fiss-ladis.at/en](http://www.serfaus-fiss-ladis.at/en).

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