

**SLOW A-A**

## 2. Workshop: Product Development.

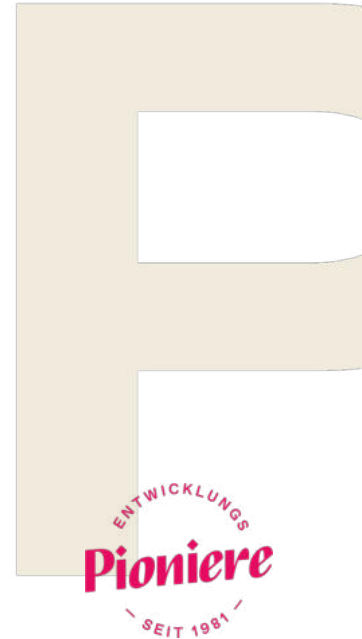


**SLOW  
TRAVEL & TASTE  
ALPE-ADRIA**





# Task 1: Selecting the right product ideas.





# Product evaluation funnel.

Define innovative products - focus on top products





# Criteria for product evaluation.

Foundation for the evaluation of product ideas.

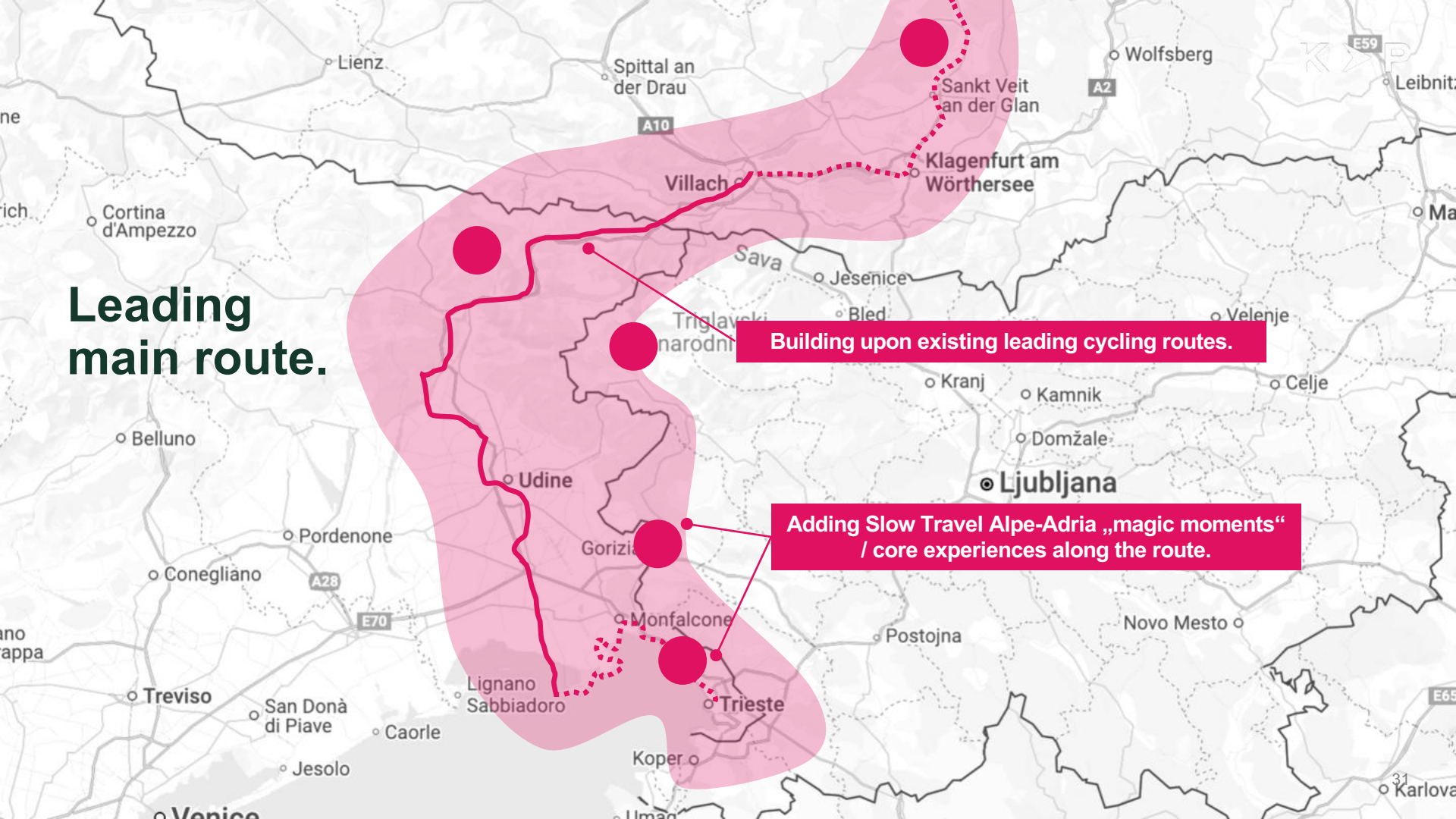
Criteria	Detailed Question	Evaluation
1. Slow means of travel.	Is the experience based on <b>slow travel</b> (walking, cycling or use of public transport)?	
2. Use of existing main routes.	Can the experience be directly connected to the <b>leading main route</b> with a short detour (max. XY km)?	
3. Crossing borders.	Does the product <b>create a connection between</b> at least 2, ideally 3 <b>countries</b> within the project area? (This can be through products, stories or actually crossing borders as part of the experience.)	
4. Authentic regional producers.	Are guests able to <b>actually taste and buy authentic local products</b> (e.g. farm shops, markets, restaurants) as part of the experience?	
5. Raising awareness.	Do partners (e.g. producers, gastronomy) use the experience to create awareness for the <b>Slow Travel / Slow Food philosophy and values</b> ?	
6. Magic moments.	Does the experience include <b>highlights</b> aligned with the Alpe-Adria lifestyle and Slow Travel philosophy? Are they attractive for our main target groups?	
7. Strong storyline.	Is there a <b>common thread</b> or <b>strong storytelling</b> surrounding the experience and transporting the uniqueness of the Alpe-Adria?	
8. Feasibility.	Is it <b>easy to implement</b> the new product? Do all its necessary elements already exist? (e.g. producers, routes, hospitality)	



**Leading  
main route.**

**Building upon existing leading cycling routes.**

**Adding Slow Travel Alpe-Adria „magic moments“  
/ core experiences along the route.**

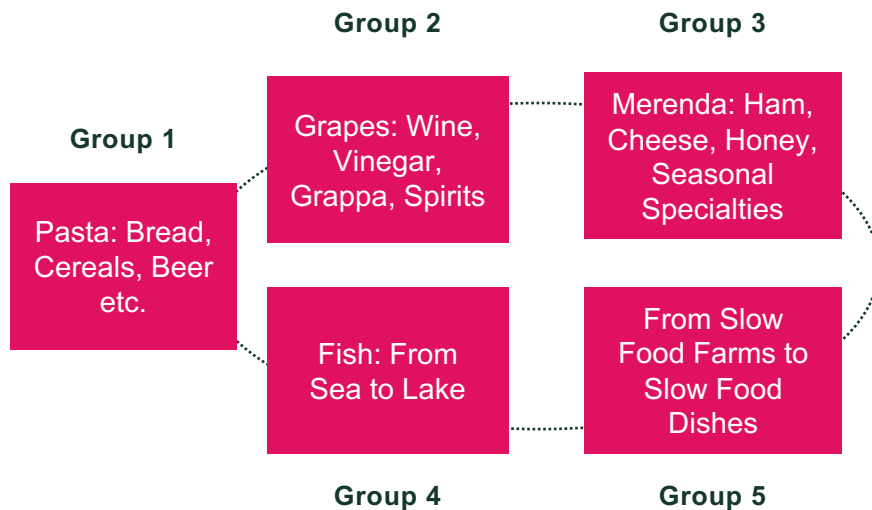






# 1. Task: Selecting our core themes.

Focus for the group work.





# Group 1: Pasta.



# Template for Packages (1/3).

Contents	Description
<b>Catchy title</b> (contains a promise):	<b>Fields of Flavor: A Grain-to-Table Experience.</b> Of bakers, millers, brewers and pasta makers.
<b>Unique value</b> (a few words that connect the Alpe-Adria lifestyle and philosophy to the subject of the package <i>also in a heartfelt and unique way</i> , ...):	Explore the story of grain in its many forms, from harvest to table. This exclusive journey connects you with award-winning local artisans who transform grain into exceptional bread, beer, and pasta, all while offering rich stories of tradition and craftsmanship.
<b>Core target groups</b>	<ul style="list-style-type: none"><li>➤ <b>Sporty 25+:</b> Young travelers who want to learn stories behind products and meet the artisans.</li><li>➤ <b>55+:</b> Mature travelers who appreciate a relaxed pace, smaller day trips, and a deeper connection to the culture and craftsmanship.</li></ul>
<b>Travel time</b> (When is the best time for this experience? Focus on bringing more frequency into low seasons and areas less traveled):	April to October
<b>Suggested picture for promotion</b> (describe in own words / find example):	
<b>Price</b> (Advantage or savings for guests? Bonus?):	<ul style="list-style-type: none"><li>➤ Competitive pricing for a 5-7 day tour, including all activities, transport, and tastings.</li><li>➤ Exclusive access to award-winning mills, bakeries, and breweries, plus the added value of meeting the people behind the products.</li></ul>
<b>Magic moments</b> (storytelling wow, possible detours along the route to enrich the experience max 30', allowing the experience of Slow Travel & Taste ...):	<ul style="list-style-type: none"><li>➤ <b>Visit a miller's workshop:</b> See the traditional milling process and learn how local grains are transformed into flour.</li><li>➤ <b>Hands-on bread and pasta-making:</b> Participate in the craft of creating authentic products.</li><li>➤ <b>Beer-tasting at an Slow Brewing Brewery:</b> Taste regional beers crafted from the same grains you learned about earlier in the tour.</li></ul>



# Template for Packages (2/3).

Contents	Description
<p><b>Detailed description</b> (please be very specific)</p> <p><b>What?</b> (a storytelling of the package, ...):</p> <p><b>How?</b> (from/to, times/length, biking/hiking/public transport/mobility combinations, level,...):</p> <p><b>Who?</b> (concrete list of partners/contacts involved in the realization of the package):</p>	<ul style="list-style-type: none"><li>➤ <b>What?</b> Embark on a <b>5-7 day journey</b> through the Alpe Adria region, immersing yourself in the story of grain. This tour showcases how grain is cultivated, processed, and transformed into iconic products such as bread, pasta, and beer. Visit award-winning local artisans, discover their unique stories, and experience the craftsmanship that goes into every product. Whether it's the miller grinding the grain, the baker shaping the dough, or the brewer brewing beer, you will learn about the process and taste the results firsthand.</li><li>➤ <b>How?</b> The tour spans <b>5-7 days</b>, with <b>cycling</b> (60-100 km/day) and occasional <b>public transport</b> (Alps2Adria &amp; Trenitalia services). The journey stays close to the main route, with each stop within a max. <b>10-15 km</b> detour. Each visit lasts no more than <b>2 hours</b>, with enough time for relaxed exploration, tastings, and engaging conversations with local producers. Expect a combination of <b>e-bike cycling</b>, <b>light hiking</b>, and <b>train</b> travel to connect each stop.</li><li>➤ <b>Who?</b> Trail Angels: Booking platform and experts for long distance hiking tours. Alps2Adria: Agency focusing on providing bike packages in the Alpe-Adria area. Ferrovie (Railtours Austria + Trenitalia): Reliable transport services linking cycling routes and various locations along the way. Award-winning mills, bakeries, breweries that are essential to the story of grain-to-table.</li></ul>



# Template for Packages (3/3).

Contents	Description
<b>Services included</b> (Consider all the pieces of the product puzzle and highlights? What is necessary to create an outstanding quality of experience for your specific target group?):	<ul style="list-style-type: none"><li>➤ Guided tours with experts in milling, baking, and brewing.</li><li>➤ E-bike rentals for comfortable cycling, including helmets and equipment.</li><li>➤ Luggage transfer between accommodations, allowing you to travel light.</li><li>➤ Tastings of local products: Bread, beer, and pasta at traditional mills, bakeries, and breweries.</li><li>➤ Access to local farmers' markets to connect with producers.</li><li>➤ Transport options: Convenient rail travel with Trenitalia and agencies like Alps2Adria for seamless connections between destinations.</li><li>➤ Shuttle services to return to the starting point at the end of the trip.</li><li>➤ Local product purchases with options to have wine, beer, and artisanal goods shipped home for a special souvenir.</li></ul>
<b>Contact persons</b> (Experts of the topic available for further product development)	<ul style="list-style-type: none"><li>➤ Rovere Pierpaolo (rovere@agrifoodfvg.it)</li><li>➤ Tanja Coretti (tanja.coretti@gmail.com)</li><li>➤ Serena (serena@ladimoret.it)</li></ul>



# Additional details.

Location	Potential partners and products
Friesach	<ul style="list-style-type: none"> <li>➤ Beer: Hirter and Gelter</li> <li>➤ Kraigher (pasticceria)</li> <li>➤ Norische Nudelwerkstatt</li> <li>➤ Adamhof (mill + bread)</li> </ul>
Klagenfurt	<ul style="list-style-type: none"> <li>➤ Kornstube / Taumberger / Konditorei Fahrnberger?</li> <li>➤ Guided tour Kropfitsch Mühle Klagenfurt?</li> </ul>
Villach	<ul style="list-style-type: none"> <li>➤ Villacher Beer</li> </ul>
	<ul style="list-style-type: none"> <li>➤ <b>Chiusaforte:</b> Bar / ristorante ciclisti „Stazione di Chiusaforte“</li> <li>➤ <b>WOW:</b> Valbruna „I dolci di Irma“</li> <li>➤ <b>WOW:</b> Venzone „Pasticceria d'Altri Tempi“</li> <li>➤ <b>WOW:</b> Tarcento „Il Forno Rizzo“</li> <li>➤ <b>Mills:</b> Pussini Civedale / Persello (San Daniele – Colloredo) / Tuzzi (Dolegna del Collino) / Molino Moras Trivignano Udinese</li> </ul>
Udine	<ul style="list-style-type: none"> <li>➤ <b>WOW:</b> Hotel La di Moret – Pane Unico</li> <li>➤ Plasé (Udine N.)</li> </ul>
Grado	<ul style="list-style-type: none"> <li>➤ Aquilea: Cocambo</li> <li>➤ Aquilea: Pizzeria Maschari</li> </ul>
Triest	<ul style="list-style-type: none"> <li>➤ Café San Marco</li> <li>➤ Charlotte (pasticceria)</li> <li>➤ Spacciopane</li> <li>➤ Fornaio Mapo – Fusion Bakery</li> <li>➤ Pagna Panificio Artigianale</li> </ul>
Gaps	<ul style="list-style-type: none"> <li>➤ 1st overnight</li> <li>➤ Prices and strong story</li> </ul>



# Group 2: Grapes.





# Template for Packages (1/3).

Contents	Description
<b>Catchy title</b> (contains a promise):	<b>The Magic of Grapes:</b> From Vineyards to Vinegar: A Journey Through the Alpe Adria Wine Region.
<b>Unique value</b> (a few words that connect the Alpe-Adria lifestyle and philosophy to the subject of the package <i>also in a heartfelt and unique way</i> , ...):	This experience connects the beauty of different local grape varieties grown in the Alps and by the sea. Discover how wine, balsamic vinegar, and other grape-based products are made in both Austria and Italy, with distinct traditions and flavors. Ride through vineyards and collect stamps on your "Grape Pass" to unlock exclusive rewards, such as bottles of wine or spirits.
<b>Core target groups</b>	➤ <b>Adults Only / Cyclists:</b> Travelers seeking a refined, wine-focused experience with a passion for cycling and slow travel.
<b>Travel time</b> (When is the best time for this experience? Focus on bringing more frequency into low seasons and areas less traveled):	Spring to autumn
<b>Suggested picture for promotion</b> (describe in own words / find example):	A <b>scenic bike ride through lush vineyards</b> with mountains in the distance, with cyclists leisurely pedaling along gravel paths, stopping to take in the views, and exploring the vineyards.
<b>Price</b> (Advantage or savings for guests? Bonus?):	The <b>Grape Pass</b> system incentivizes travelers to explore multiple vineyards and unlock rewards based on the stamps they collect, with options to win wine, spirits, and local specialties.
<b>Magic moments</b> (storytelling <i>wow</i> , possible detours along the route to enrich the experience max 30', allowing the experience of Slow Travel & Taste ...):	➤ Explore the <b>differences in winemaking traditions</b> between Austria and Italy, discovering unique local grape varieties. ➤ <b>Pedal through the vineyards</b> , experiencing breathtaking landscapes, and tasting the fruits of local craftsmanship. ➤ Enjoy <b>wine tastings and balsamic vinegar experiences</b> at renowned wineries and distilleries, learning how grapes are transformed into exquisite products.



# Template for Packages (2/3).

Contents	Description
<p><b>Detailed description</b> <b>(please be very specific)</b></p> <p><b>What?</b> (a storytelling of the package, ...):</p> <p><b>How?</b> (from/to, times/length, biking/hiking/public transport/mobility combinations, level,...):</p> <p><b>Who?</b> (concrete list of partners/contacts involved in the realization of the package):</p>	<p>➤ <b>What?</b></p> <p>Join a 3 to 7-day tour through the Alpe Adria region, experiencing the diverse grape varieties and winemaking techniques of both Austria and Italy. This journey spans the Austria-Italy border, from Friesach to Trieste, immersing you in vineyards, balsamic vinegar production, and distilleries. The experience includes tasting wines, spirits, and balsamic vinegar, all while enjoying breathtaking views. With the Grape Pass, you'll collect stamps as you visit various wineries, unlocking exclusive rewards, including wine bottles and spirits, at the end of your journey.</p> <p>➤ <b>How?</b></p> <p>Duration: 3-7 days, cycling between Friesach, Villach, Gemona, and Trieste. Route: Day 1: Friesach to Villach   Day 2: Villach to Gemona   Day 3: Gemona to Trieste Cycling Distance: Between 60-100 km/day (depending on route). Enjoy leisurely rides with occasional breaks at picturesque vineyards and wineries. Public Transport: Train connections between Villach and Trieste Difficulty: Easy to moderate, with the option to enjoy scenic detours, suitable for all levels.</p> <p>➤ <b>Who?</b></p> <p>Taggenbrunn Winery Kegley &amp; Lexer Winery Borgo delle Rose Winery Midolini Acetaia: balsamic vinegar producer, Nonino Distillery: world-class grappa and spirits</p>



# Template for Packages (3/3).

Contents	Description
<b>Services included</b> (Consider all the pieces of the product puzzle and highlights? What is necessary to create an outstanding quality of experience for your specific target group?):	<ul style="list-style-type: none"><li>➤ <b>Accommodation:</b> Stay in local, cozy hotels and guesthouses that offer a true sense of place and excellent comfort for cyclists.</li><li>➤ <b>Restaurants:</b> Enjoy traditional meals paired with wines and local specialties at every stop.</li><li>➤ <b>Transport:</b> E-bike rentals, rail travel for the section between Villach and Trieste, and shuttle services for convenient return transport.</li><li>➤ <b>Shopping:</b> Opportunities to purchase local wines, spirits, and balsamic vinegar, with the option to have products shipped home.</li></ul>
<b>Contact persons</b> (Experts of the topic available for further product development)	<ul style="list-style-type: none"><li>➤ Stefania Marcuz (<a href="mailto:sales@borgodellerose.it">sales@borgodellerose.it</a>)</li><li>➤ Georg Lexner (<a href="mailto:georg.lexner@weingut-karnburg.eu">georg.lexner@weingut-karnburg.eu</a>)</li></ul>



# Group 3: Merenda.



# Template for Packages (1/3).

Contents	Description
<b>Catchy title</b> (contains a promise):	<b>"Merenda – A Tasty Recharge for Cyclists"</b> – Your Mid-Ride Gourmet Break Across the Alpe Adria Region.
<b>Unique value</b> (a few words that connect the Alpe-Adria lifestyle and philosophy to the subject of the package <i>also in a heartfelt and unique way</i> , ...):	Merenda is a small, delicious meal designed to refuel cyclists on their journey. This local tradition offers a taste of <b>genuine, seasonal</b> ingredients from the Alpe Adria area, offering a nutritious, tasty snack that supports both <b>local agriculture</b> and sustainable tourism. With a <b>Gourmet Food Pass</b> to enjoy at local spots across alpine, central, and seaside landscapes, cyclists can indulge in fresh, healthy food to power their ride.
<b>Core target groups</b>	<ul style="list-style-type: none"><li>➤ <b>Families, Groups of Friends, and Couples:</b> People looking for an authentic, relaxed, and rewarding cycling experience while enjoying regional specialties.</li><li>➤ <b>Cyclists &amp; Slow Travelers:</b> Those seeking a mid-ride break that enhances their journey without rushing, focusing on nature and fresh, local products.</li></ul>
<b>Travel time</b> (best time for this experience?):	<b>April to October</b> (ideal for cycling and train combinations)
<b>Suggested picture for promotion</b> (describe in own words / find example):	A <b>scenic bike ride through lush vineyards</b> with mountains in the distance, with cyclists leisurely pedaling along gravel paths, stopping to take in the views, and exploring the vineyards.
<b>Price</b> (Advantage or savings for guests? Bonus?):	<b>€15-28 per person</b> for the Merenda experience, with <b>5 bonus Merenda stops</b> in <b>3 geographic areas</b> (Alpine, Central, and Sea). Includes access to a <b>FVG Tourism Card</b> for additional benefits.
<b>Magic moments</b> (storytelling wow, possible detours along the route to enrich the experience max 30', allowing the experience of Slow Travel & Taste ...):	<ul style="list-style-type: none"><li>➤ <b>Refuel with Local Flavors:</b> Experience the revitalizing power of Merenda: a simple, nourishing snack with local oils, fresh produce, and seasonal ingredients.</li><li>➤ <b>Discover Hidden Gems:</b> Enjoy your Merenda in scenic spots that you may not find on your own, with local tips and suggestions for incredible views.</li><li>➤ <b>Collect Your Gourmet Rewards:</b> Collect stamps as you stop for Merenda, and you could win a gourmet slow-food dinner as part of the prize.</li></ul>



# Template for Packages (2/3).

Contents	Description
<p><b>Detailed description</b> <b>(please be very specific)</b></p> <p><b>What?</b> (a storytelling of the package, ...):</p> <p><b>How?</b> (from/to, times/length, biking/hiking/public transport/mobility combinations, level,...):</p> <p><b>Who?</b> (concrete list of partners/contacts involved in the realization of the package):</p>	<p>➤ <b>What?</b></p> <p>Merenda is the perfect solution for cyclists, offering a quick yet filling snack especially in areas where <b>gastronomic options are limited</b>. Whether you need a light lunch or a quick energy boost, Merenda provides fresh, local products that recharge you for the next leg of your journey. With <b>5 Merenda locations</b> across the Alpe Adria region (Austria and Italy), you'll experience the local culture through a variety of delicious, seasonal foods. As you collect <b>stamps</b> on your <b>Grape Pass</b>, you'll unlock <b>rewards</b> such as wine, spirits, and gourmet dinners. It's a unique way to taste the essence of the region while supporting <b>local producers</b> and discovering hidden landscapes.</p> <p>➤ <b>How?</b></p> <p>Duration: 3-7 days, cycling between Friesach, Villach, Gemona, and Trieste. Route: Day 1: Friesach to Villach   Day 2: Villach to Gemona   Day 3: Gemona to Trieste Cycling Distance: Between 60-100 km/day (depending on route). Public Transport: Train connections between Villach and Trieste Difficulty: Easy to moderate, with the option to enjoy scenic detours, suitable for all levels.</p> <p>➤ <b>Who?</b></p> <p>Distributors: Local vendors offering fresh, seasonal produce for the Merenda baskets. Food Trucks &amp; Local Producers: Offering local snacks and beverages along the route. „Alpe Adria Solidarity Chain“: network of businesses supporting local food &amp; sustainable tourism. Key Partners: Vecchi Frighi: Reconditioned fridges for local food storage. Agrimercato: Local markets and farm-to-table initiatives.</p>



# Template for Packages (3/3).

Contents	Description
<b>Services included</b> (Consider all the pieces of the product puzzle and highlights? What is necessary to create an outstanding quality of experience for your specific target group?):	<ul style="list-style-type: none"><li>➤ <b>Accommodation:</b> Stay in eco-friendly, cyclist-friendly accommodations along the route.</li><li>➤ <b>Restaurants &amp; Food Stops:</b> Enjoy Merenda snacks at local markets, food trucks, and vineyards, all offering fresh, seasonal products.</li><li>➤ <b>Transport:</b> E-bike rentals for a comfortable cycling experience. Train travel between key locations.</li><li>➤ <b>Gourmet Rewards:</b> Collect stamps to win gourmet dinners at participating restaurants or access local wines and spirits.</li><li>➤ <b>Shopping:</b> Local products like wine, oil, balsamic vinegar, and spirits available for purchase, with options to ship them home.</li></ul>
<b>Contact persons</b> (Experts of the topic available for further product development)	<ul style="list-style-type: none"><li>➤ Alice Venaruzzo (alice.venaruzzo@promoturismo.fvg.it)</li><li>➤ Giuliana Ganzini (info@hotelsuiteinn.it)</li></ul>



# Group 4: Fish from Sea to Lake.



# Template for Packages (1/4).

Contents	Description
<b>Catchy title</b> (contains a promise):	<b>“Where Water Tells Stories”</b> – An Experiential Journey from the Wörthersee to the Gulf of Trieste, Discovering Real People, Rare Fish, and Unforgettable Landscapes Through Sustainable Travel.
<b>Unique value</b> (a few words that connect the Alpe-Adria lifestyle and philosophy to the subject of the package <i>also in a heartfelt and unique way</i> , ...):	Real people, real stories behind the fish, caviar, and mussels Slow travel with a soul: train, e-bike, boat, walking Rare flavors and hidden places: from smoked char to Adriatic mussels to Karst wine Cultural immersion with stunning views and authentic hosts
<b>Core target groups</b>	➤ 45+ slow travellers, couples, cultural groups (8–16 pax), food & wine lovers, journalists
<b>Travel time</b> (best time for this experience?):	<b>Spring to Early Autumn</b> (ideal for cycling, walking, and boat experiences)
<b>Suggested picture for promotion</b> (describe in own words / find example):	
<b>Price</b> (Advantage or savings for guests? Bonus?):	Educational/pilot version: from €450 Full version: from €790 (4 nights, all guided visits, tastings, local transfers)
<b>Magic moments</b> (storytelling wow, possible detours along the route to enrich the experience max 30', allowing the experience of Slow Travel & Taste ...):	➤ <b>Floating Dinner at Sunset:</b> Experience a unique dinner on Lake Wörthersee, featuring local fish and live music, all while enjoying the breathtaking lake views at sunset. ➤ <b>Karst Adventures:</b> Visit Karst farms, sample preserved fish, and taste local wines, herbs & oils. ➤ <b>Sea Watching on the Coast:</b> Explore the Miramare nature reserve, with the chance to observe marine biodiversity and enjoy swimming with fish in front of a historic castle.



# Template for Packages (2/4).

Contents	Description
<p><b>Detailed description</b> (please be very specific)</p> <p><b>What?</b> (a storytelling of the package, ...):</p> <p><b>How?</b> (from/to, times/length, biking/hiking/public transport/mobility combinations, level,...):</p> <p><b>Who?</b> (concrete list of partners/contacts involved in the realization of the package):</p>	<ul style="list-style-type: none"><li>➤ <b>What?</b> This 5-day experiential journey takes you through <b>Carinthia</b> and <b>Friuli Venezia Giulia</b>, from the <b>Wörthersee</b> in Austria to the <b>Gulf of Trieste</b> in Italy. Discover <b>sustainable fish farming</b>, rare <b>fish species</b>, and local fish-based products, including <b>smoked trout</b>, <b>mussels</b>, and <b>caviar</b>. You'll meet <b>local producers</b>, explore <b>gorgeous landscapes</b>, and enjoy <b>eco-friendly travel</b> by <b>train</b>, <b>bike</b>, and <b>boat</b>. With guided tastings, local fish dishes, and historical insights, you'll learn the stories behind each product and experience firsthand the beauty of the Alpe Adria region's water ecosystems.</li><li>➤ <b>Day 1: Friesach/Guttauing: Edelkrebse</b> Dinner: Sushi cooking class Karnburg oder Neugebauer Kärntner Sushi Dinner Magic moments: slow food experience About carinthian edelkrebs and tasting – Overnight: See Park</li><li>➤ <b>Day 2: Klagenfurt &amp; Wörthersee</b> Arrival by train in Klagenfurt Afternoon visit to Jorde Fisch (Ebenthal) Family-run sustainable fish farm, Meet the Jorde family, tour the ponds, taste smoked trout and char Dinner on board the Wörthersee Schifffahrt, Local fish menu + live soft music + sunset views on the lake Overnight: Seepark Hotel or Hotel Dermuth with lake view or forest setting and spa Magic moment: Floating dinner at sunset, reflections on the water</li><li>➤ <b>Day 3 – Train transfer Klagenfurt → chiusaforte</b> Fontanone di Goriuda (waterfall) Magic moment: explore the cave with a guide Lunch@ Trattoria al Fontanon (Alex) Dinner: Udine (Alla Ghiacciaia on Ledra Channel) Overnight: Suite Inn with breakfast local products</li></ul>



# Template for Packages (3/4).

Contents	Description
<p><b>Detailed description</b> (please be very specific)</p> <p><b>What?</b> (a storytelling of the package, ...):</p> <p><b>How?</b> (from/to, times/length, biking/hiking/public transport/mobility combinations, level,...):</p> <p><b>Who?</b> (concrete list of partners/contacts involved in the realization of the package):</p>	<p>➤ <b>Day 4:</b> Duino &amp; the Karst Train from Udine to Miramare, seawatching in the oasis of marine biodiversity of WWF Miramare visit the Miramare Castle Afternoon visit to a Karst farm or osmiza Zobec in Bagnoli in ValRosandra (salmon) Wine tasting, preserved fish, herbs and olive oil or Quick visit to coastal fishing museum in Santa Croce Overnight: Bajta Agriturismo (Sales) or Albergo Diffuso Carsica (stone village rooms) Magic moment: Karst sunset with Terrano wine and folk music and swim in the see and the fishes in front of the castle</p> <p>➤ <b>Day 5:</b> Trieste (optional) cooking class in the Al Petes Restaurant and tour of the city Col Coffee by the sea on the Molo Audace Train departure</p>



# Template for Packages (4/4).

Contents	Description
<b>Services included</b> (Consider all the pieces of the product puzzle and highlights? What is necessary to create an outstanding quality of experience for your specific target group?):	<ul style="list-style-type: none"><li>➤ <b>Accommodation:</b> Stay at sustainable hotels and agriturismos, reflecting the region's eco-friendly and cultural values.</li><li>➤ <b>Food &amp; Drink:</b> Enjoy local fish tastings, gourmet dinners, and wine pairings at local restaurants, wineries, and farms.</li><li>➤ <b>Transportation:</b> E-bike rentals, train travel between locations, and a scenic boat dinner on Lake Wörthersee.</li><li>➤ <b>Guided Tours:</b> Walking tours with local guides to explore the fish farms, Miramare Castle, and Karst cliffs.</li><li>➤ <b>Shopping:</b> Opportunities to purchase local products, including fish, wine, and spirits, with options to ship items home.</li></ul>
<b>Contact persons</b> (Experts of the topic available for further product development)	<ul style="list-style-type: none"><li>➤ Francesca Rossetto (rossetto@visitklagenfurt.it)</li><li>➤ Eleonora Serpelloni (eleonora.serpelloni@promoturismo.fvg.it)</li></ul>



A man with short brown hair and a beard, wearing a white t-shirt, is sitting in a field of many brown chickens. He is holding one chicken in his arms and smiling at the camera. The field is filled with dozens of similar brown chickens. In the background, there is a wooden fence, some trees, and a yellow excavator.

# Group 5: From Slow Food Farms to Slow Food Dishes.



# Template for Packages (1/3).

Contents	Description
<b>Catchy title</b> (contains a promise):	<b>"From Slow Food Farms to Slow Food Dishes"</b> – A 7-Day Culinary Journey Across 3 Countries with 7 Master Chefs
<b>Unique value</b> (a few words that connect the Alpe-Adria lifestyle and philosophy to the subject of the package <i>also in a heartfelt and unique way, ...</i> ):	Embark on a <b>7-day culinary tour</b> connecting <b>Slow Food farms</b> to <b>Slow Food dishes</b> in Austria, Italy, and Slovenia. Experience the flavors of the Alpe Adria region with <b>7 master chefs</b> , enjoy <b>14 unique experiences</b> , and discover how local products are transformed into unforgettable dishes. Enjoy the journey by <b>bike</b> , with luggage transport by mini-bus, while exploring the finest regional cuisine and meeting the artisans behind the ingredients.
<b>Core target groups</b>	➤ <b>Food &amp; Wine Enthusiasts:</b> Travelers who appreciate high-quality, local produce and love learning from master chefs.
<b>Travel time</b> (best time for this experience?):	<b>Spring to Autumn</b> (Ideal for cycling and tasting local cuisine)
<b>Suggested picture for promotion</b> (describe in own words / find example):	
<b>Price</b> (Advantage or savings for guests? Bonus?):	
<b>Magic moments</b> (storytelling <i>wow</i> , possible detours along the route to enrich the experience max 30', allowing the experience of Slow Travel & Taste ...):	<ul style="list-style-type: none"><li>➤ <b>Master Chef Dinners:</b> Enjoy an evening meal cooked by renowned Slow Food chefs from the Slow Food Cook Alliance.</li><li>➤ <b>Hands-On Culinary Experiences:</b> Participate in regional cooking classes, such as making the traditional Kärntner Reindling (a famous Austrian cake).</li><li>➤ <b>Wine &amp; Food Pairing:</b> Enjoy wine tastings and learn about the right connections.</li><li>➤ <b>Local Producers &amp; Markets:</b> Visit local farms, learn about sustainable production, and taste fresh, regional products directly from the source.</li><li>➤ <b>Breathtaking Landscapes:</b> Cycle through diverse terrains—mountains, lakes, and seaside regions, all while sampling local specialties.</li></ul>



# Template for Packages (2/3).

Contents	Description
<p><b>Detailed description</b> (please be very specific)</p> <p><b>What?</b> (a storytelling of the package, ...):</p> <p><b>How?</b> (from/to, times/length, biking/hiking/public transport/mobility combinations, level,...):</p> <p><b>Who?</b> (concrete list of partners/contacts involved in the realization of the package):</p>	<ul style="list-style-type: none"> <li>➤ <b>What?</b> This <b>7-day tour</b> offers a <b>culinary immersion</b> into the Alpe Adria region, from <b>Friesach</b> in Austria to <b>Trieste</b> in Italy, with stops in <b>Slovenia</b> along the way. You'll enjoy <b>14 unique culinary experiences</b>, guided by <b>7 master chefs</b> who will introduce you to the traditions of <b>Slow Food</b> and teach you how to prepare local dishes using regional products. Each day offers <b>two experiential programs</b> where you'll learn about local food production, such as <b>wine tasting</b>, <b>baking traditional bread</b>, and visiting farms. Along the way, explore picturesque landscapes by <b>bike</b>, and enjoy meals prepared by Slow Food experts.</li> <li>➤ <b>How?</b> 7 Days – 7 Master Chefs – 14 Experiences – 3 Countries A different interpretation of Alpe-Adria, Start: Friesach – End: Trieste Mobility: By bike (Minibus just for transport of baggage, bought products, backup for rainy days)</li> <li>➤ <b>Day 1:</b> Friesach - Mittelkärnten – Taggenbrunn (Liegl am Hiegl, wine tasting, Kärntner Reindling)</li> <li>➤ <b>Day 2:</b> Taggenbrunn – Klagenfurt (Restaurant Leiten, Slow Food Presidio)</li> <li>➤ <b>Day 3:</b> Klagenfurt – Ugovizza/Tarvis (exp. Filoflora, Rio Argento)</li> <li>➤ <b>Day 4:</b> Ugovizza – Resia (Osteria alla Speranza, garlic)</li> <li>➤ <b>Day 5:</b> Resia – Bovec – transport Tolmin – Gorizia (Ana Roš)</li> <li>➤ <b>Day 6:</b> Karot / Gorizia (Al Ponte del Calvario, Lokanda Devetak, Rosa di Gorizia Association, honey + jam – Sara Devetak, ham + salami – Bajta)</li> <li>➤ <b>Day 7:</b> Karst / Trieste (Krizman, cheese - sheep antonič, honey, oil – Jakne, cellar – Zidarich, Skerk, Skerj ...)</li> </ul>



# Template for Packages (3/3).

Contents	Description
<b>Services included</b> (Consider all the pieces of the product puzzle and highlights? What is necessary to create an outstanding quality of experience for your specific target group?):	<ul style="list-style-type: none"><li>➤ <b>Accommodation:</b> Stay in local hotels, agriturismos, and sustainable lodging along the route.</li><li>➤ <b>Food &amp; Drink:</b> Enjoy 7 gourmet dinners, local wine tastings, and hands-on cooking classes with Slow Food chefs.</li><li>➤ <b>Transportation:</b> E-bike rentals for cycling, mini-bus transport for luggage and short transfers, and train journeys for scenic, eco-friendly travel between locations.</li><li>➤ <b>Guided Experiences:</b> Participate in 14 immersive programs including hands-on cooking classes, wine and food pairings, and guided tours of local farms and food markets.</li><li>➤ <b>Shopping:</b> Opportunities to purchase local products, including artisan honey, olive oil, cheese, and wine, with the option to have items shipped home.</li></ul>
<b>Contact persons</b> (Experts of the topic available for further product development)	<ul style="list-style-type: none"><li>➤ Ales Pernarcic (pernarcic@galcarso.eu)</li><li>➤ Christian Tammegger (info@slowfood-kaernten.at)</li></ul>



# Successful together.

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