

# PRESS KIT

## 2023



**THE SUNNY  
SIDE OF  
GERMANY.**

**BADEN-  
WÜRTTEMBERG**



# THE TASTE OF SOUTHWEST GERMANY

STORY IDEAS FOR 2023

## A culinary journey: The taste of SouthWest Germany

Baden-Württemberg is known as the home of numerous specialities. From the Swabian Maultasche (Swabian ravioli) to the Black Forest Cake, from a glass of Riesling wine to fine brandy. An increasing number of growers, chefs and producers are reinterpreting old classics or developing culinary innovations that put SouthWest Germany in a new light. In 2023, we are taking a look at what is happening in SouthWest Germany from a culinary point of view and where the journey will take us in matters of enjoyment.

## Food with flair: Unique culinary experiences

Good food and drink have a long and proud tradition here. Gourmets, such as those hiking for pleasure, those with an interest in culture as well as wine fans, know this. Not only in upscale gastronomy, but also in the many traditional inns and wine taverns, the cooking is often more varied and ambitious than elsewhere. Extra culinary flair is lent thanks to unusual experiences in special places: From wine tasting in a hot air balloon to a top-secret dinner.



## Facts about SouthWest Germany: The most unusual culinary inventions

Bicycles, automobiles and perms – Baden-Württemberg is known as a state of creative minds and inventors. Many culinary discoveries come from the inventor state. With the slogan »Quality. Chocolate. Squared.« Ritter Sport Chocolate made its way into the world. Spätzle (egg pasta) shakers and preserving jars belong to standard kitchen equipment throughout Germany. It is widely known that »Spaghetti Ice Cream« (vanilla ice cream with strawberry sauce and white chocolate) has its origins in Mannheim. But have you ever heard of Swabian tuna or wine pearls?

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## Pioneers of good taste: Culinary inventors and creative minds

As you know, there's no accounting for taste. However, in SouthWest Germany there are creative minds that are beyond any doubt: With unique ideas, an innovative spirit that never tires and a sizeable portion of passion, they enrich the connoisseur state as culinary pioneers.



## Green cuisine: Sustainably vegetarian and vegan

Seitan schnitzel (cutlet) instead of onion roast beef, tofu sausage instead of Freiburger Rote »typical sausage« and Maultaschen stuffed with vegetables instead of meat. More and more restaurants supplement their menu with vegetarian and vegan alternatives to cured pork and the like or are entirely dispensing with meat and other animal products. In doing so, they show that regional vegetarian cuisine encompasses more than just Kässpätzle (cheezy egg noodles) and that plant-based dishes are not only delicious but also good for the climate and the environment.



## Alcohol-free options: Enjoyable drink alternatives

Whether »Dry January« or »Sober Tourism«: Especially among young people, the trend is increasingly towards non-alcoholic drinks. In Baden-Württemberg, the home to large winegrowing regions, the second largest variety of beer in Germany and countless distilleries, the challenge is being taken on. In particular breweries have been demonstrating the following for a long time: What tastes good with alcohol works even better without it!



# THEMATIC DIVERSITY IN SOUTHWEST GERMANY



SouthWest Germany (officially the German federal state of Baden-Württemberg) has 5 contrasting regions. For woodlands and meadows with charming villages, hike or bike the Black Forest, known for wood carving, distilling and nearby vineyards. Tour Lake Constance to find blue-green water, craggy castles and glorious vistas. For low rolling mountains, it has to be the Swabian Alb, home of awesome castles and prehistoric caves. Go green in eco-friendly Upper Swabia, with its Baroque monasteries and outstanding spas; for shopping, culture, history and romance, visit Stuttgart, Heidelberg and the north of the region.

## BUGA 23: A green future in Mannheim

One of the largest national garden shows of all time is proud to welcome their visitors in Mannheim. Here, colourful blossoms encounter green visions of the future. The multifaceted theme of sustainability is at the centre of BUGA 23. Two exhibition spaces, which could hardly be more different, will be used: Luisenpark, once laid out as an English landscape garden, and the former US military site Spinelli. With BUGA 23, the extensive barracks area will become a sustainable experimental field and new urban recreational space. The highlight of the open-air exhibition is a specially installed gondola lift connecting Spinelli and Luisenpark.

➔ [buga23.de](https://buga23.de)



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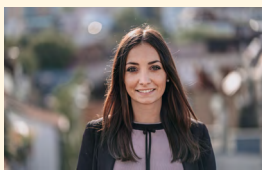


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