



360°
BAVARIA!
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scan & play

BAVARIA TRADITIONALLY DIFFERENT

A region as multifaceted as its inhabitants.
Discover more inside.

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A Land of Fairy Tales

Bavaria's cultural landscape is dazzling and lavish

SERVUS!

Welcome to Bavaria! In this magazine we take you on a tour of our four wonderful holiday regions of Upper Bavaria, Allgäu/Bavarian Swabia, Eastern Bavaria and Franconia. We will introduce you to cities full of culture, experience a Kneipp cure, visit fairy-tale castles and eat some fantastic food. Fancy a beer or would you prefer a glass of fine Franconian wine? You'll soon see: there's more to Bavaria than you might think. Bavaria is traditionally different. And that makes us very proud.



Scan the QR codes on the following pages to play the digital content below



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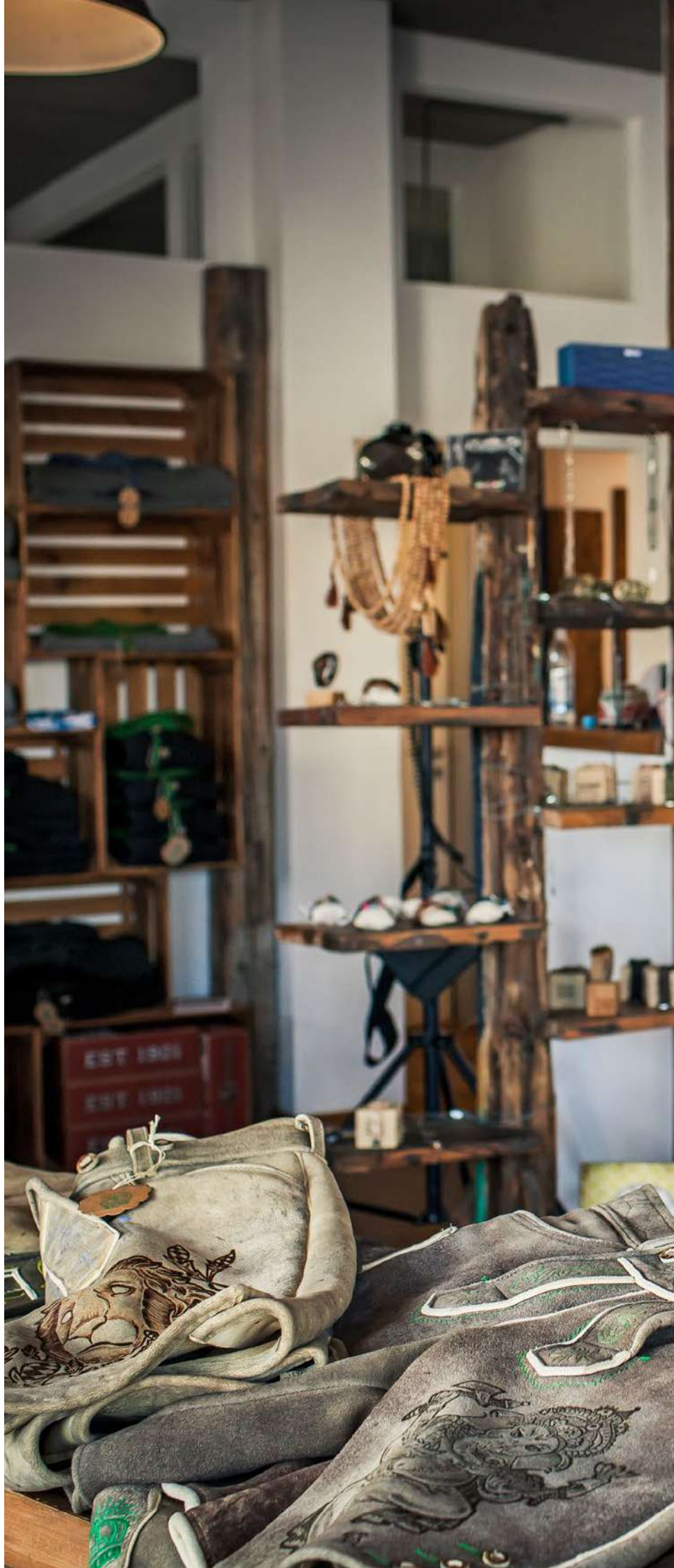
Disclaimer: For a better
readability we choose to
either use the male or the
female form. This way we
address all people, regard-
less of gender.

Cool Tattoos for Lederhosen

UPPER BAVARIA Bavarians love their regional costume: Lederhosen are still a popular choice for festivals and special occasions. But they can also be used day-to-day. Michael Thalhammer from Sauerlach makes some very special pieces: he burns individual motifs into tailor-made Lederhosen. His tattooing technique is a closely guarded secret – and so successful that he has patented it.



Thalhammer sells his one-off pieces in his own shop. The idea for Lederhosen tattoos came from his grandfather, who used to burn motifs and slogans into wooden boards. “My Lederhosen are just the way I imagine a proper pair of Lederhosen to be: traditional yet completely laid-back,” says Thalhammer. He adds: “Paired with a matching T-shirt, I call this Bavarian Surfstyle.” His shop is named after two Bavarian rebels, which was also a conscious decision: “I certainly see myself as a small fashion rebel.”



Bavarian Moments

Bavaria is traditionally different: when it comes to regional costumes, culinary specialities and festivals, it combines the old with the new. The result? We will show you four very special examples here

Something is brewing in Nuremberg

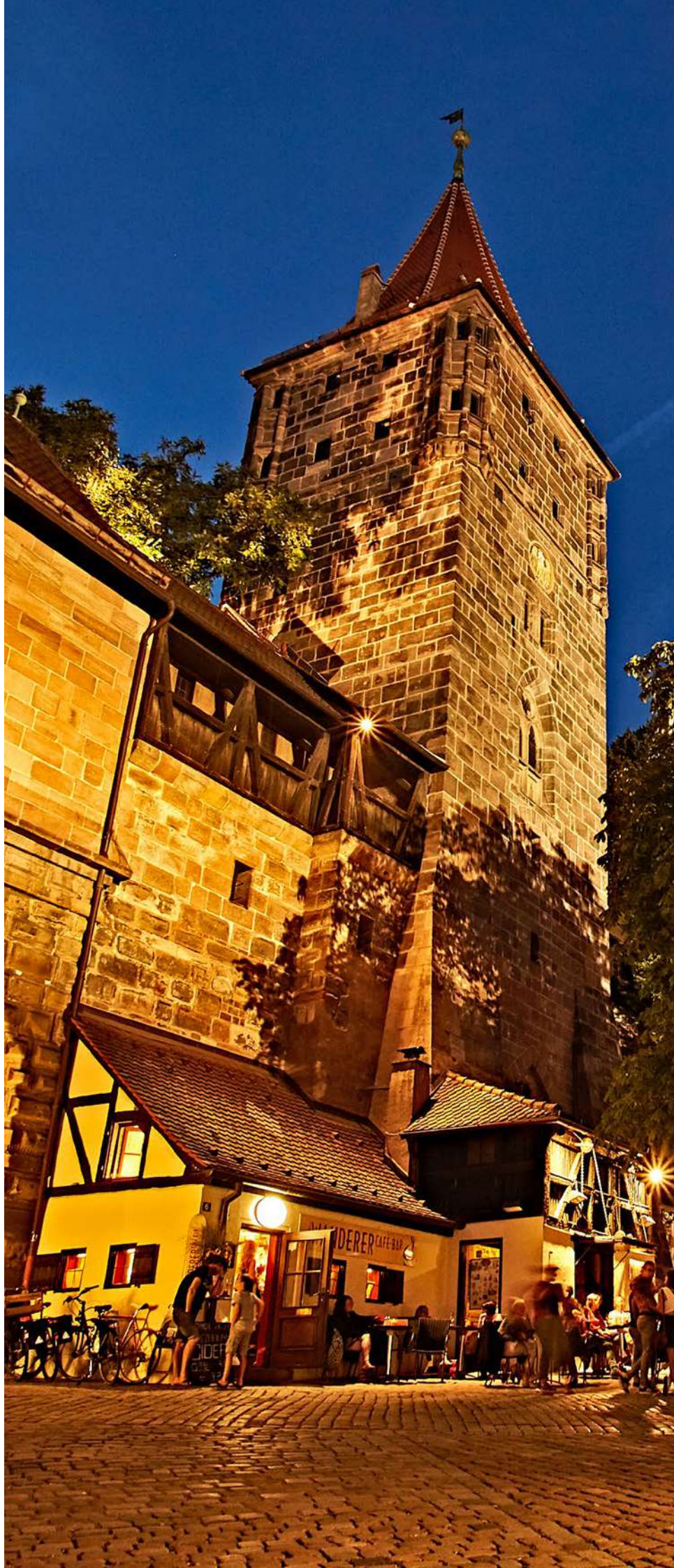
FRANCONIA Bavaria has the best beers and the loveliest beer gardens. In total it boasts 4,000 brands of beer. And small craft beer breweries are definitely on the rise. Many landlords focus on regionality, like Boris Braun from the Bieramt in Nuremberg. This bar only serves Franconian beers. On Tiergärtnerplatz, between historic half-timbered buildings nestled below the 1,000-year-old Imperial Castle, locals and guests chat away in a relaxed atmosphere.



With roughly 300 breweries, Franconia has the highest density of breweries in the world.

“We promote our domestic beer culture; after all, there are enough boring mainstream beers in the world,” says Braun. The Bieramt has certainly livened up the central Tiergärtnerplatz.

Today it is a popular meeting place with a relaxed ambience, typical of the Franconian identity.







All round satisfaction: a village makes cheese

ALLGÄU/BAVARIAN SWABIA

Cheese in Bavaria tastes of fragrant Alpine meadows. Indeed, this region is one of the world's largest cheese producers. The Sennerei Gunzesried is the oldest dairy in the state. What makes this place even more special: it is a cooperative, which has been owned by local farmers since being set up in 1892. All the milk from the Gunzesried valley is processed here. From milk production to cheese making to sales and distribution, everything comes from a single source: "The dairy keeps local agriculture alive and thus shapes the village community," explains Managing Director Peter Haslach. Today, the dairy's cellar holds 1,200 rounds of cheese. Twice a week they are "smeared": in other words, turned and rubbed with salt water.



As well as Allgäu Emmental, mountain cheese and other cheese varieties, the dairy also produces ice cream. And there's more: the whey, which is a by-product of cheese production, is used to produce methane, providing the business with sustainable heating.



Scan the QR code and view the
360-degree image of Walhalla!

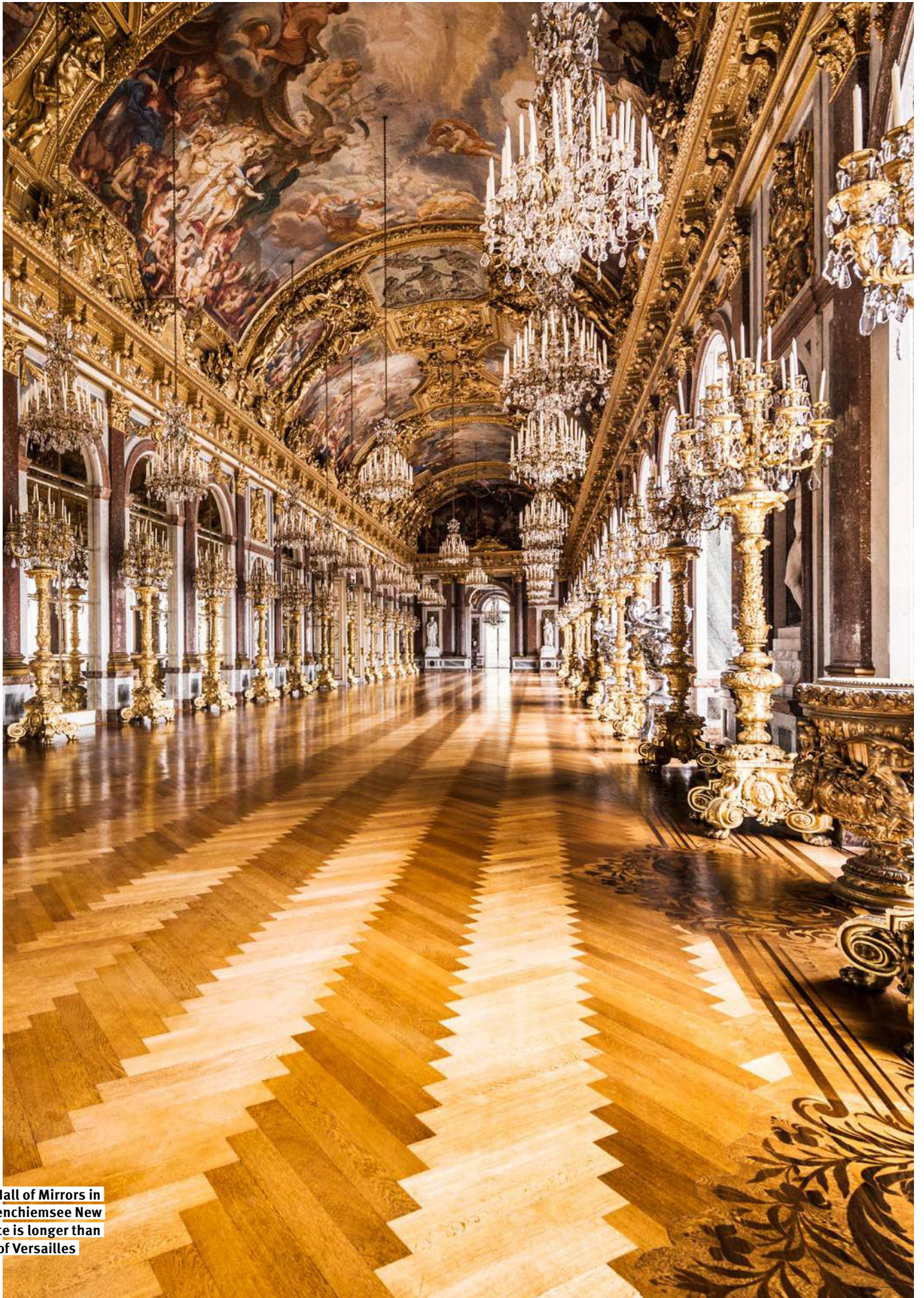


A monumental view

EASTERN BAVARIA Climb your way to the top of 358 steps, and you will find yourself in front of the Walhalla. This is the name of the magnificent, marble Hall of Fame up above the River Danube near Regensburg, which was built by King Ludwig I in 1830. He was a huge admirer of Greece, so it is no coincidence that the Walhalla is highly reminiscent of the Parthenon temple on the Acropolis.



The only difference is that instead of paying homage to the Gods, it contains the busts of important German rulers, generals, scientists and artists. Those who climb up to the Walhalla often do it just to enjoy the superb views. Sitting on the steps on a warm summer evening, playing guitar and looking down over the sparkling River Danube – that sums up a genuine Bavarian way of life. It was surely just what the architect envisioned. You can also take a romantic river cruise from Regensburg to the Walhalla.



The Hall of Mirrors in Herrenchiemsee New Palace is longer than that of Versailles

CULTURAL RICHES

A Land of Fairy Tales

The cultural landscape of Bavaria is multifaceted and lavishly decorated: with splendid Baroque churches and castles, world-famous theatres, fascinating museums and protected old town districts. Central eyecatchers are the dream castles of King Ludwig II.

A state bedroom with a gilded canopy, a marble bath that holds 60,000 litres of water and a Hall of Mirrors measuring 75 metres in length, which sparkles in the light of almost 2,000 candles – [Herrenchiemsee New Palace](#), which lies on an island within Lake Chiemsee, is a luxury residence even by princely standards. It is reminiscent of the Palace of Versailles, and that is no mere coincidence: the Bavarian King Ludwig II, who had it built at the end of the 19th century, was a great admirer of the French King Louis XIV. “He saw in him the embodiment of an ideal monarch”, says Veronika Endlicher, the warden of Herrenchiemsee

New Palace. “He wanted to create for himself the exact same world, in which Louis XIV lived, here in Bavaria. That’s why he had a second Versailles built in Bavaria – and that’s also why Herrenchiemsee is known as the Bavarian Versailles.”

However, Herrenchiemsee is just one of the four fairy-tale castles built by the sensitive, artistically talented Wittelsbach king (and for which he paid the equivalent of 180 million euros in today’s money – a major drain on the Bavarian state coffers). This lover of all things beautiful, fine and splendid had already built the world-famous [Neuschwanstein Castle](#), whose many



Ludwig II was a great admirer of Louis XIV of France. He wanted to recreate that world in Herrenchiemsee.

Veronika Endlicher, castle warden



towers and turrets give it the look of a knight's castle from a fairy tale, and for whose interior design the monarch took inspiration from one of his favourite themes: the operatic world of the composer he revered, Richard Wagner. [Linderhof Palace](#), situated near Garmisch-Partenkirchen in the valley of Graswangtal, also has some wonderful fairy-tale features. Resplendent in white against the green backdrop of the wooded mountain slopes, it is a cheerful and playful pleasure palace in the rococo style, surrounded by a lovingly laid-out garden with bubbling fountains and pavilions. A dream world that Ludwig created for his own pleasure, and in which he spent more time than in his other "holiday castles".

HOLIDAY ROUTES TO CULTURE AND NATURE

In Linderhof there is also a romantic Venus grotto featuring a pool lit by electricity. "That was absolutely revolutionary in those days, a completely new technology," explains Veronika Endlicher. "But the fairy-tale king was actually a progressive thinker."

Moreover, the [German Alpine Road](#) is a beautiful way to travel between the castles of the fairy-tale king. Over 450 kilometres, it snakes its way through



The fairy-tale castle of Neuschwanstein near Füssen in Allgäu

Bavaria's magnificent mountain scenery from Lake Constance in the west to Lake Königssee in the east. Along the way, the route passes not only the royal castles but also many Baroque cultural highlights, such as Ettal Abbey and the Church of Wies. What many would describe as Germany's most popular holiday route also runs through Bavaria: the [Romantic Road](#) links perfectly preserved medieval towns such as Dinkelsbühl and Nördlingen with

the unique Rothenburg ob der Tauber, where cobbled streets and old half-timbered houses evoke the magic of long-gone times. Secret tips such as Castle Baldern lie along its route. Insider tips like Schillingsfürst Castle can also be found along the way. The Romantic Road runs from Würzburg to Füssen – and is sure to win your heart.

Many other holiday routes in Bavaria combine culture with nature: the [Castle Road](#) in Franconia, for example, which



Munich's State Opera House hosts festival performances each summer



Linderhof Palace and its garden full of water features



World Heritage Site eight times over

Bavaria's contribution to the list of UNESCO World Heritage Sites is clear to see: the UN cultural organisation has awarded this coveted title eight times. The sites include an opera house.



The Baroque interior of the Margravial Opera House in Bayreuth is a feast for the eyes

offers plenty of medieval interest between Rothenburg ob der Tauber and Bayreuth. Or the [German Crystal Road](#) in Eastern Bavaria, which tells the history of glass-blowing.

Culture flourishes in Bavaria, both indoors and out. Splendid theatres and opera houses such as the [Margravial Opera House in Bayreuth](#) or the [Bavarian State Opera House in Munich](#) are the setting for unforgettable performances as well as being veritable architectural gems in themselves.

MUSEUMS: BAVARIA PROUDLY PRESENTS ...

The many museums of Bavaria – with over 1,400 of them across the region – offer an exceptional variety of themes. Whether you prefer the ancient Romans or contemporary painting, rural life or industrial history, fashion or brewing, there is something to keep everyone enthralled. And not just when it's raining!

Margravial Opera House in Bayreuth

Angels, cherubs, frescoes and a three-tiered interior: this building, opened in 1748, is one of the very few Baroque theatres to be preserved in its original state – and one of the loveliest in the world.

Würzburg Residence

Take your time and wear comfortable shoes: this exceptional Baroque palace has over 300 rooms and halls with exquisite Rococo and Baroque decoration.

Church of Wies

The location alone of this rural pilgrimage church with its magnificent mountain backdrop makes it worth the visit. The splendid Rococo features are a bonus.

Bamberg Old Town

It's easy to immerse yourself in the Middle Ages here: 2,400 historically protected buildings crowd around the imperial cathedral and create a unique historic atmosphere.

Augsburg Water Management System

The ancient system of canals, pumps, wells and bridges contributed to Augsburg's economic success

Limes

This border fortification is almost 550 kilometres long, lies mostly in Franconia and is "Central Europe's largest archaeological monument".

Pile Dwellings

Three Bavarian pile dwelling sites (at Landsberg and on Lake Starnberg) are part of the World Heritage Site "Pre-historic Pile Dwellings around the Alps".

Regensburg Old Town

The only fully preserved medieval city in Germany is bursting with atmosphere.



Scan the QR code and watch the slideshow of UNESCO World Heritage sites



Bavarian city stories

Some are half-timbered, some revel in Baroque splendour, while others look to the mountains: Bavaria's cities are wonderfully diverse – and each one is an attraction in itself. All of them inspire with their own unique blend of tradition and modernity, history and urbanity.

Our tip: come and see for yourself!



Between the Old Main Bridge and the cathedral, Würzburg shows its young face



Bamberg's old town invites you on a romantic journey through time

Historic beauty with a beating heart

The oldest city in Bavaria? Augsburg, with a history dating back 2,500 years. Most museums – around 70 – can be found in the capital Munich, home to over a million inhabitants, while Passau has the youngest university in the state and Regensburg the biggest old town. And when it comes to the title of Bavaria's most romantic city, there are a number of candidates: Rothenburg and Nuremberg, Nördlingen, Bayreuth and Bamberg. Have we forgotten anything?

One thing is clear: Bavaria's cities are not merely numerous, but above all wonderfully diverse. They are historical and modern, busy and idyllic, forward-looking and nostalgic. Genuine highlights, which captivate visitors with their history, urbanity and abundant youthful vigour. Plus they all have one thing in common – the unique Bavarian attitude to life. Where are the best places to go in Bavaria's cities? Locals will reveal some great tips on the next few pages.



Old masters in the Alte Pinakothek in Munich



Regensburg and the Stone Bridge over the Danube

REGENSBURG

The stone city

Twisting alleyways, gabled houses, Gothic church towers: the best preserved medieval old town in the region can be found in Regensburg in Eastern Bavaria. It boasts around 1,200 individual monuments and has been declared a UNESCO World Heritage Site. Tip: wander through the old town on foot, get lost, soak up the atmosphere and at some point you will find yourself on the Stone Bridge over the Danube. It is the oldest preserved bridge in all of Germany.



A stroll through Regensburg sometimes has an almost Italian flair →

Muk Röhl, landlord

NUREMBERG

Kaiserburg and tin soldiers

The Kaiserburg, or Imperial Castle, is a thousand years old and dominates Nuremberg's medieval old town. Yet Bavaria's second-largest city, situated in Franconia, has many other superb highlights to offer: the Alfred Dürer Museum and the Toy Museum, the famous Nürnberger Bratwurst and finely spiced Lebkuchen. In winter there is the added attraction of the Christkindlesmarkt in the Old Town. Information about the Nazi Party rally grounds can be found in a dedicated Documentation Centre.



Hanging out in the shade of the medieval castle

← *Life here is every bit as vibrant as in a southern piazza.* Boris Braun, barkeeper



The Fugger city palace was the first Renaissance building north of the Alps!

Heinz Schulan, actor

AUGSBURG

Social housing with charm

The ancient Romans loved it here. But it was the Fugger dynasty, a powerful family of merchants, that really put Augsburg, west of Munich, on the map. In 1521 they founded the Fuggerei, the oldest social housing project still in use in the world. Today, Augsburg is a lively metropolis with historic charm, many students – and a water management system that is a UNESCO World Heritage Site.



The Fuggerei social housing complex, an ivy-covered idyll

MUNICH

A city with heart

In a vote to determine which German city is the best for living in, this city of 1.5 million people regularly takes first place. This is hardly surprising, since the Bavarian capital is not only a vibrant metropolis with cultural events and world-class museum, but also a place that radiates a relaxed joie de vivre. And that's not just in its beer gardens and during the Oktoberfest, the largest folk festival in the world. Munich lies in the south of Bavaria – in fine weather you can see as far as the Alps.



The Viktualienmarkt
lies in the heart of
Munich



For Munich's locals, the Viktualienmarkt is an almost mythical place. Having a stall here is a dream come true.

Theo Lindinger, potato trader

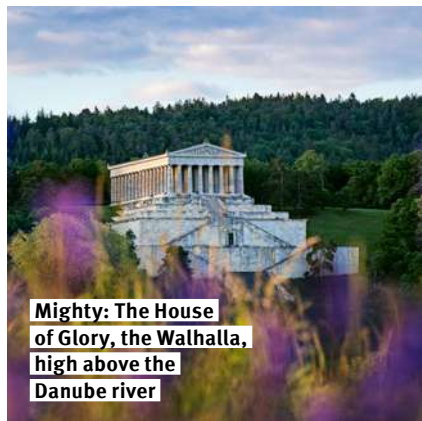
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@cappa7donna



Stony: Passau,
the three river city

@kopfkino_photography



Mighty: The House
of Glory, the Walhalla,
high above the
Danube river

@philator



Rural: Wall paintings
("Lüftlmalerei") in
Garmisch-Partenkirchen



Splendid:
Bayreuth, the city
of the Wagner
Festival

@ruthy_hobbyfotografie



Romantic:
the mediaeval old
town of Bamberg

@christian_martin_photography



Glittering:
Lake Seealpsee is
a jewel located in
the Bavarian Alps

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Pre-Alpine:
Füssen in the
Allgäu, the city
of King Ludwig's castles



Sugar-sweet:
winter atmosphere on
top of the mountain
Wendelstein

@vincentcroce



Scan the QR code and watch a
60 second video about Bavaria!

At the Christmas market

Romantic, snow-covered booths, a blaze of lights and the aroma of roasted almonds: Advent would not be half as lovely without the Bavarian Christmas markets



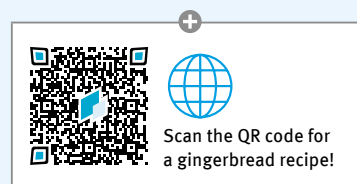
These special markets are as much a part of the Bavarian run-up to Christmas as the Advent wreath on the dining table and St. Nicholas knocking on the door. Every year at the end of November, the markets are primed and ready. Set around a magnificent [Christmas tree](#), rustic booths attract customers with their traditional handicrafts, home-made tree decorations and lovingly fashioned gifts. The air is full of the aromas of Glühwein and Magenbrot biscuits, hot chestnuts and beeswax candles. Children wait for Father Christmas, snow crunches underfoot and [carols](#) ring out through the air. Happiness for young and old.

The tradition goes back a long way. As one of the world's oldest and best-known Christmas markets, the Nürnberger Christkindlesmarkt has seen booths crowding round the Frauenkirche since the 17th century. Culinary highlights here include two genuine Nuremberg specialties: the [Lebkuchen](#) and the equally famous Bratwurst fresh from the grill.

But many other cities and towns celebrate Advent with Christmas markets of their own, creating a romantic mood across the region. In the regional capital of Munich alone, visitors can wander around ten different markets, including one in the [English Garden](#),

Munich's large city park. Elsewhere, other special locations add an extra dose of atmosphere.

In Vilshofen, the Christmas market is held on the water – along the Danube Promenade lit with twinkling fairy lights and on board a riverboat. Anyone wishing to visit the idyllic market on the Fraueninsel on Lake Chiemsee needs to get there by boat. The Christkindlmarkt in romantic Rothenburg ob der Tauber is 500 years old and has hardly changed in that time: visitors here can immerse themselves in times long gone. Another Christmas market with a unique ambience is held in Mittenwald in the Bavarian Alps, where the village houses adorned with colourful frescoes create a very special backdrop. However, all the markets have one thing in common: waiting for Christmas is a festival itself.



**Even more romantic in
Advent: Rothenburg
ob der Tauber with its
Christmas market**



A photograph of a man with a grey beard and a blue and white striped shirt, petting a brown goat. They are standing next to a wooden trough filled with water, which reflects the surrounding landscape. The background features a vast mountain range with green slopes and rocky peaks under a blue sky with scattered white clouds. The scene is set in a high-altitude, mountainous region.

NATURE

Peaceful retreat

For many years, Florian Karg has spent the summer as a herdsman on a remote Allgäu Alm, or mountain pasture. He does this together with his large family and over 100 head of cattle, for whom he sometimes sings Italian arias. As well as loving life in the solitude of the mountains, he is also a trained opera tenor.



Alpine herdsman and tenor Florian Karg gets on well with the Allgäu brown cattle



Hikers are served homemade cheese at the Plättle Alpe

Even as a small child, Florian Karg spent the summer months helping tend the animals. He has since become a professional herdsman, spending his summers on the Plättle Alpe in the Bavarian Alps. Supported by his wife, their four children and his parents, from June onwards he looks after around 120 young cattle, entrusted to him by local farmers so they can graze on the succulent mountain pastures.

Florian Karg is one of many Bavarian natives who love nature with a passion, nurturing and maintaining it. At the same time, life up on the Alps is sparse in its simplicity. The family lives in a cramped hut with icy well water and no electricity. Their working day starts at sunrise and ends at dusk. A helicopter flies in once to bring the food for the whole summer. Yet the 46-year-old is happy. He loves life in the pristine mountain surroundings and is always slightly loathe to leave it and return to "normal" life at the end of the summer, when the animals are decorated for the annual Viehscheid (cattle drive) and returned to their farms in the valley. And yes, his normality is itself fairly unusual. Florian Karg is not only an Alpine herdsman, but also a trained operatic tenor, who sings in church concerts through the winter. Over the next few pages, he and other Bavarian ambassadors offer their favourite tips for the best Bavarian nature experiences.



AND FOR REST AND RECREATION? HIKING

Florian Karg loves the Viehscheid, when the cows are decorated and driven back down to the valley in September. And he also loves climbing. His favourite route is the Jubiläumsweg near Bad Hindelang.



A natural high with far-reaching views over the Bavarian Forest National Park

From moor to soap and from herbs to health and well-being



Bavaria's rich nature

National parks and river landscapes, Alpine peaks and vineyards: Bavaria's diverse natural landscapes are a boon for body, soul and spirit

Bavaria's nature is so good for you! It simply invites you to pull on your walking shoes and enjoy the world with all your senses: the secluded woods, the dramatic Alpine mountains, the undulating river valleys, rolling hills and Franconia's steep vineyards – with plenty of diversity along the way. In the east of Bavaria, the Bavarian Forest National Park is Germany's oldest nature reserve, having been established in 1970. "Here nature has been given free rein to be the way it always was," rejoices Kristin Biebl, who works as a ranger. Her favourite (work)place: the

Lusen, at 1,373 metres in height, whose bare summit is covered by a sea of granite blocks. The view from the top is powerful – sometimes reaching as far as the Alps.

LAKE KÖNIGSSEE

Elsewhere, visitors can encounter similar dramatic scenery, which can have a humbling effect on the observer. Lake Königssee in the Berchtesgaden Region is one such place. Like a fjord, it is situated under mighty Alpine peaks, which tower up almost vertically above it. The best Lake

Experiencing nature is so important – and so beneficial! For example, consciously breathing in our fresh mountain air. It lowers the heart rate and helps you to relax.

Christine Waibel-Beer from the Waibelhof Kneipp health resort



Scan the QR code for
the 360-degree video
of Weltenburg!

**The power of nature: the Danube
Gorge at Weltenburg Abbey**

Königssee experience? A boat trip to the small church of St. Bartholomew's.

THE CREATIVE POWER OF WATER

Another boat trip takes visitors through the famous Danube Gorge in Eastern Bavaria. The Danube, usually so wide, narrows here to just 80 metres as it snakes its way through the ravine it has carved from the rock between Kelheim and Weltenburg. "All you see are vertical limestone walls,

water and forest," enthuses ship captain Renate Schweiger. "An indescribable feeling." Over a thousand years ago, people felt moved by this landscape, as evidenced by Weltenburg Abbey: Bavaria's oldest abbey is thought to have been founded by monks as far back as the 8th century, right on the Danube loop.

Bavaria's nature is so beneficial. Body, soul and spirit soon find new energy here, as Christine Waibel-Beer from the Kneipp health resort knows only too well. "You just have to experience nature," declares

the hostess, who encourages visitors to her mountain farm in the Allgäu Alps to walk through dewy mountain pastures or to wade through icy mountain streams. "It grounds you and helps you to unwind completely."

WINE WALKS

The Franconian wine landscape is also a great source of well-being. Not only through tasting sessions of fresh Silvaner, but also by exercising in the open air: beautiful walking and cycling trails meander through the vineyards, which billow along Franconia's green and often steep hillsides.



**Steep vineyards
like these at Iphofen
characterise the Fran-
conian landscape**

1,000 Shades of White

Wrap up warm! In winter, Bavaria is transformed into a wonderful world of ski pistes, toboggan runs and secluded winter forests. Red cheeks guaranteed!



What does a ski instructor do in his free time? Go skiing, of course!

Armin Kling, ski instructor

ALLGÄU/BAVARIAN SWABIA

Downhill in style

In the Allgäu Alps, skiers and snowboarders can let off steam over 500 km of pistes! A particularly convivial experience is offered by smaller, family-friendly ski areas such as Grasgehren near Obermaiselstein. This is home to ski instructor Armin Kling, who loves the Allgäu winter so much that he even skis on his days off. Or he straps on his snowshoes and climbs up the Wannenkopf: "The views of the Allgäu are simply spectacular!"



School is fun at ski courses in the Allgäu

FRANCONIA

Tobogganing in the Rhön

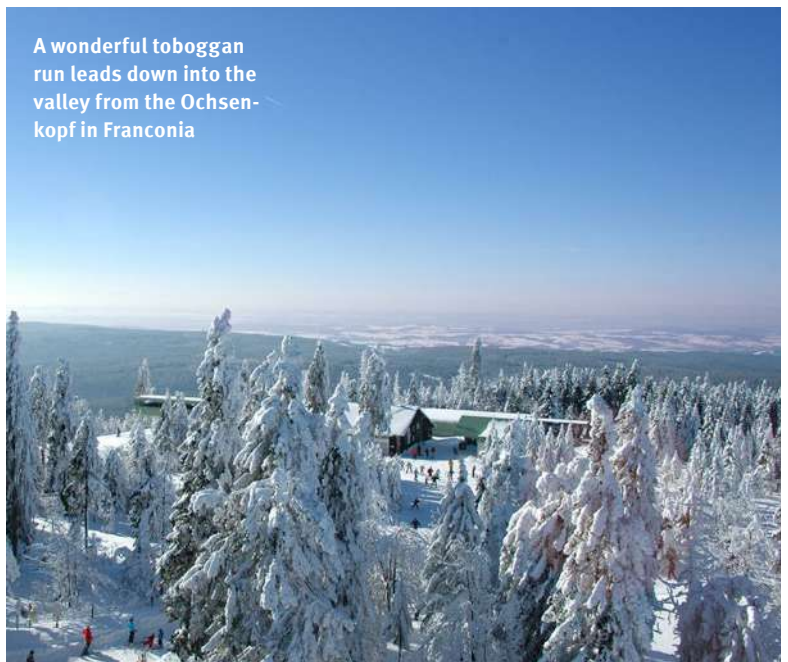
The north-west of Bavaria with its low mountains – the Rhön, Steigerwald, Frankenwald and the Fichtelgebirge – not only has the most wonderful toboggan runs but also its very own sledge production: in Leubach, Alexander Laubenhan makes fast-paced toboggans from boiled ash wood. Cross country and downhill skiers can find a variety of pistes and trails. And when Frau Holle – Old Mother Frost – needs a break? There are plenty of walking trails.



Naturally I go tobogganing too. My favourite run? In the Fichtel Mountains, down from the mountain station of the Ochsenkopf. That's a really great adrenaline rush!

Alexander Hergenhan, sledge builder

A wonderful toboggan run leads down into the valley from the Ochsenkopf in Franconia





Arbermandl is the name given to the snow-covered trees on the Arber in Eastern Bavaria

EASTERN BAVARIA

Peaceful retreat

The peaceful, idyllic scenery of Eastern Bavaria feels particularly pristine in winter. In the Bavarian Forest National Park, for example, where ranger Kristin Biebl loves nothing more than to take her guests deep into the untouched natural world in snowshoes.

Here she explains to them that plants and animals do not simply sleep through the winter. The winter months in Eastern Bavaria also see their share of lively activity – for example, in the Großer Arber ski area.



My tip? The Waldweihnacht Schweinhutt, a Christmas market in the heart of the forest!

Kristin Biebl, ranger

UPPER BAVARIA

Winter forest adventure

The most exciting Alpine peaks, including the Zugspitze, are situated in Upper Bavaria, south of Munich. They tower over diverse ski areas, frozen wild streams and deep snowdrifts in the winter forests. Forests in which wilderness teacher Tatjana Falk runs survival courses, which involve sleeping in a tepee and making your own snowshoes. Those who prefer classic winter activities can go skating in Chiemgau or tobogganing in Oberaudorf.



Trudging through the snow on homemade snowshoes

The Zugspitze: a superlative peak

Every child in Bavaria knows that at 2,963 metres, the Zugspitze is the highest mountain in Germany. But it is also Germany's only glacier ski area. And thanks to the new cable car, which starts its ascent from the Eibsee Lake, you can now be (nearly) at the summit in just ten minutes having ascended 2,000 metres in altitude.



The winter forest is the perfect place to find peace and sort yourself out. It is a real home from home.

Tatjana Falk, wilderness teacher



Guten Appetit! Bavarian cuisine tastes even better in the fresh air

CUISINE

Tradition with a youthful face

Bavaria's chefs master the entire culinary register. And treat their guests to regional classics as well as creative gourmet cuisine at award-winning level. A Bavarian beer is a natural accompaniment. But Bavaria also makes some fine wines. They are created by young Franconian winemakers, who know how to combine superb flavour with sustainability.

Whenever you feel peckish in Bavaria, you're sure to find a rich and varied menu to choose from. Bavaria's cuisine offers both traditional inn specialities and the latest in fine dining of the very highest calibre. Bavaria is full of inns steeped in tradition, where tenacious chefs wield their spoons and ensure that the roast meats, dumplings and apple strudel are prepared according to ancient customs. Yet its restaurants are also home to young, progressive chefs, who transform regional ingredients into innovative culinary experiences, and to grand masters, whose legendary cooking skills shine out in the form of several Michelin stars. And

talking of Michelin stars, no fewer than 52 of these coveted awards glitter above the Bavarian restaurant landscape. Occasionally they can even be found gracing a traditional Bavarian "Wirtshaus", which casually offers traditional cuisine and gourmet delights under one roof.

The most famous Bavarian Wirtshaus in the world is located in the heart of Munich, where the Hofbräuhaus serves its own home-brewed beer in glass tankards alongside Bavarian specialities – often accompanied by live music. Another superlative inn can be found in the village of Eilsbrunn, near Regensburg. The Gaststätte Röhl, a historically protected

The great thing is that in a radius of just a few kilometres I can get everything I need to create a sophisticated cuisine.

Head chef Jockl Kaiser





Andi Weigand from Iphofen interprets tradition in a completely new way and brings a breath of fresh air to the winegrowing scene

monument, is almost 1,000 years old; the inn housed within its walls is said to be the oldest in the world. It has been operating since 1658, always by the same family, the Röhrls. A swing door leads through to the wooden panelled bars, where the local villagers have met on a regular basis since time immemorial. "It's just nice to sit opposite someone over a beer," observed Muk Röhrl, the young landlord who is the eleventh generation to run the inn.

BAVARIA'S ATTITUDE TO LIFE FLOURISHES IN ITS BIERGARTENS

The Gaststätte Röhrl also has its own Biergarten. The Biergarten is a wonderfully Bavarian institution. A place where you drink your beer outside, under ancient chestnut trees, seated at long wooden benches shared with all and sundry. And



Prost, neighbour! Stammtisch regulars in Munich's Hofbräuhaus

a place where – even though most beer gardens have long since started running their own restaurants and snack bars – you are allowed to bring your own food with you. Traditionally in a basket, together with a tablecloth, chopping board and salt cellar.

A LOWLY INN WITH A MICHELIN STAR

In an archetypal Bavarian village, the inn stands next to the church. This is certainly the case with the Huberwirt in Pleiskirchen, near Altötting. At first glance, the Huberwirt seems wonderfully traditional. A crucifix hangs in the corner of the lounge bar and guests can order "Lüngerl mit Semmelknödel" (veal lung ragout with dumplings) or "Milz-Bries-Wurst" (spleen sausage). Meanwhile, at the neighbouring table, an elegant couple may be tucking

Finely crafted
game is served in
„Meyer's Cellar“

Landlord Muk Röhr
with guests in the
Biergarten



into poached lamb shank with truffles and sipping red wine from long-stemmed glasses. All this in the Pleiskirchen village inn!

Alexander Huber likes to be both traditional and creative. When the young chef returned to the 400-year-old family business after learning his trade in high-end gastronomy, he wanted to cook at a high level but without scaring off the local residents of Pleiskirchen. That's why the Huberwirt offers two menus. And young foodies sit side by side with local regulars, enjoying both the food and the atmosphere. There's no sense of standing on ceremony here.

Jockl Kaiser is another chef who shows how varied Bavarian cuisine can be. At his restaurant, "Meyers Keller" in Nördlingen, he gives a contemporary twist to old recipes, searches out forgotten ingredients and breathes new life into outmoded methods of preparation. He has earned himself a Michelin star for his youthful inn cuisine.

SUSTAINABLE WINE FROM YOUNG WINEMAKERS

Bavaria's winemakers are delighted to see the rising quality of the competition. Even more so, when they are the ones to set the world of connoisseurs alight with their

*We do a lot by
hand, only harvest
healthy grapes and
add nothing to
the wine. Except
a lot of love.*

Winemaker Andi Weigand



fresh ideas. Young winemakers like Andi Weigand, for example. He actually wanted to become a banker, but thought better of it. Instead, he has turned his family winery into an organic enterprise under the motto "more nature, less technology".

In the vineyard, he allows grass, herbs and flowers to grow among the vines; the grapes are harvested by hand and the wine is allowed to develop in a large oak vat after spontaneous fermentation. Andi has also given the bottles a whole new look – with colourful labels, bold lettering and unusual names. His wines are called "Der Wilde" (The Wild One), "Der Held" (The Hero) and "Der Franke" (The Franconian One). The latter comes in the famous Franconian Bocksbeutel bottle shape. In other words, traditionally different!



WHEN BAVARIA

The people of Bavaria love nothing better than their traditional festivals and customs. They take place all Their roots tend to lie in religion or the agricultural calendar, such as the Almbtrieb in September, ever, the festivals are often simply an expression of sincere, deeply felt joie de vivre. This certainly



NS CELEBRATE

year round and across the entire region, from the Alpine valleys and Franconian vineyards to the big cities. when the cattle are driven back down to their winter quarters from the mountain pastures. How- applies to Munich's Oktoberfest, the world's biggest folk festival. And best of all: it's easy to join in!



Iphofen is a pretty winegrowing town in Franconia. It's always well worth a visit, but on one weekend at the end of July it becomes even more special. That's when people sit by the ancient Rödelseer Tor – enjoying the wines made by the seven hosts, tucking into local specialities and celebrating the summer in fine spirits until late in the night. “77&Friends” is the name given to this rather unconventional wine festival, organised by young Iphofen winemaker Andi Weigand and his colleagues. The hosts also provide the music by way of a DJ booth, playing ambient, house and tech-house music: “All on vinyl. We love the contrast of the old and the new!” explains Andi. His grandmother is also part of the line-up, performing Franconian songs.

DRIVING OUT THE WINTER

That's how it is in Bavaria: people like to celebrate for a wide variety of reasons. Sitting together enjoying music and beer, preserving ancient traditions and customs, but also creating new, joyous experiences is all part of the Bavarian way of life. Some

festivals have a religious origin, such as the [Oberammergau Passion Play](#), which takes place every ten years: fulfilling a vow taken in the plague year of 1633, the inhabitants of this village perform the last five days in the life of Jesus. Other festivals are based on ancient heathen customs, such as the fearsome spectacle of the [Klausentreiben](#) in Sonthofen in the Allgäu: when monstrous figures wrapped in shaggy fur and crowned

with mighty horns run through the town centre, ringing cow bells and whipping people with twigs, it is not only winter that feels driven out by fear!

There is also a long tradition of maypole festivals. In the Eastern Bavarian town of Rottenstuben, for example, the maypole is first prepared then “stolen” by another group, recaptured again when it's time for beer and refreshments, erected and finally



Munich's Kocherlball: formerly reserved for domestic staff, nowadays half the city comes to dance



At the Iphofen Wine Festival, people dance casually under lanterns. And the winegrowers are the DJs



Off to the Oktoberfest!



The world's biggest folk festival, the 16-day Oktoberfest, is an event rich in superlatives – with more than 6 million visitors, over 7 million barrels of beer consumed, more than 100 roast oxen and 24 fairground rides, from carousels to rollercoasters.

And then there's the atmosphere! Visitors from all over Bavaria and the rest of the world crowd onto the Theresienwiese with its beer tents, ghost trains and shooting galleries. The aroma of roasted almonds and horse dung lies in the air and the festival halls vibrate to the beat of the brass band music. The whole of Munich is consumed by festival fever: "To the Wiesn!"



Climbing the maypole in Rottenstuben is a challenge for the participants – and great fun for the spectators

climbed. The art of "Maibaumkraxeln", or climbing the maypole, requires both good technique and a warm jug. The competitors cook up a mixture of resin and honey, which they smear onto their hands and feet to give them some grip on the smooth trunk.

POLKA AT DAYBREAK

One lovely example of the revival of an old custom is the [Munich Kocherlball](#). Bavaria's largest open-air dance has evolved from a ball held for domestic servants in the 19th century, which took place early in the morning before the housemaids, coachmen and cooks started work. Nothing has changed in terms of the time (dawn) and the place (the English Garden), but now half the city turns out to cavort in a circle to Bavarian dance music. In their traditional costumes, of course.



In Sonthofen shaggy monsters drive out the winter with their bells

Where companies achieve greatness

Some of the most successful companies in the world flourish in Bavaria. For names such as Allianz, BMW and MAN, the ideal conditions that prevail in Bavaria enable them to innovate and achieve global success. The results can be seen in exciting experience and customer centres.



1 ALLIANZ ARENA

A new landmark

One of the biggest insurance corporations of the world is based near the English Garden in Munich: with 142,000 employees in over 80 countries, the Allianz Group is a giant global enterprise. And yet it is moving into the future in a way that is streamlined, agile and sustainable. With the Allianz Arena football stadium, it has given a clear signal of its innovative spirit. And bestowed on the city of Munich one of its loveliest attractions. ➕ www.allianz-arena.com



BMW World in Munich
also inspires visitors with
its futuristic architecture



2 AUDI FORUM

Cinema, jazz and four-wheel drive

With its permanent four-wheel drive Quattro, the car manufacturer from Upper Bavaria is a world leader when it comes to innovation. And the brand is able to demonstrate its thrilling prowess in the Audi Forum experience centre in the company's Ingolstadt headquarters. Not only does it offer emotional experience tours, but also a cinema and regular jazz sessions. And its Museum Mobile presents the whole motoring history of the 20th century in a multimedia and interactive display. ➕ www.audi.de



The Playmobil FunPark toy world features life-size figures

3 PLAYMOBIL FUNPARK

Making global success feel like child's play

Since being founded in 1974, over 3 billion Playmobil figures have gone forth from Zirndorf near Nuremberg and conquered children's bedrooms all over the world. The contemporary and engrossing nature of this system toy soon becomes obvious to visitors to the Playmobil Funpark, where parents are sure to have as much fun as their kids in areas such as the Pirate Lake, Climbing Garden and Fairyland. [+ www.playmobil-funpark.de](http://www.playmobil-funpark.de)

4 BMW WELT

The future on wheels

The Bavarian car manufacturer has long been driving the future of mobility. Under the motto "The Next 100 Years", it is now focusing on electric cars and hydrogen propulsion. In Munich's "BMW Welt", visitors and car buyers can immerse themselves in the idea cosmos of the Bavarian car plant with all their senses – and allow themselves to be transported into an exciting new world by the futuristic double cone architecture made from steel and glass. [+ www.bmw-welt.de](http://www.bmw-welt.de)



5 ERDINGER WEISSBRÄU

Then a snack

How do they get the Bavarian attitude to life into the bottle? Erdinger Weißbräu has plenty to say on that subject: the traditional company from the Munich region produces 1.7 million hectolitres of "Weizen" each year, including a contemporary alcohol-free range. After a three-hour tour followed by a Bavarian Wheat beer and a snack, there's not much left to ask. [+ www.erdinger.de](http://www.erdinger.de)

Investing in Bavaria

Bavaria as corporate location? It sounds enticing and brings many benefits. As a state agency, Invest in Bavaria actively supports companies from Germany and abroad with their individual search for the perfect location or the expansion thereof – a free and confidential service.

More information at
www.invest-in-bavaria.com

From Bavaria out into the big, wide world

Many other Bavarian companies are also big players

6 FC BAYERN

Not just record-breakers, not just its "Mia san mia" declaration of self-confidence, not just the biggest sports association in the world with 300,000 members: FC Bayern Munich is first and foremost a hugely successful and innovative brand on the world stage. It conveys a wealth of emotions – which can all be explored in the interactive and multimedia surroundings of the FC Bayern Museum in Munich's Allianz Arena.

[+ www.fcbayern.com](http://www.fcbayern.com)

7 ADIDAS

The history of the sporting goods manufacturer "with the three stripes" shows how a small football boot maker from Franconia rose to become the second biggest sporting goods manufacturer in the world. In collaboration with big names from the world of music, hiphop and fashion, the brand also proves itself to be unusually up with the spirit of the age. [+ www.adidas.de](http://www.adidas.de)

8 MAN

Founded in 1758 as the "Maschinenfabrik Augsburg Nürnberg", based in Munich, MAN is now a global manufacturer of commercial vehicles, which is looking to the future with innovative concepts such as digital logistics, electric buses and digitally networked truck convoys. Volkswagen AG became a majority shareholder in MAN in 2013. [+ www.man.eu](http://www.man.eu)

9 FABER-CASTELL

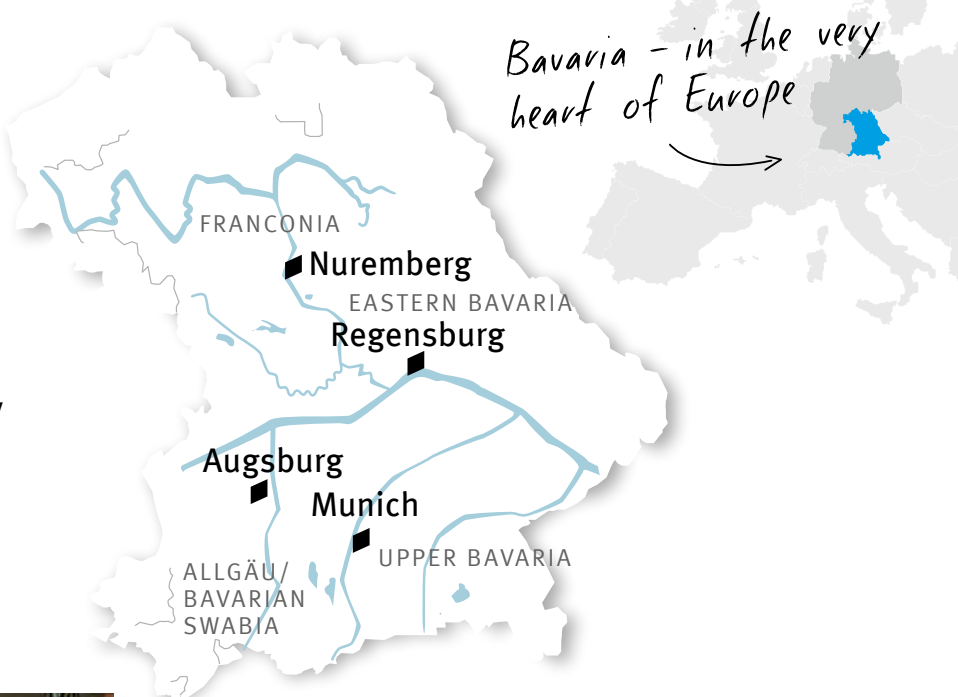
Two billion crayons and pencils are produced each year in a castle in Stein near Nuremberg – even in times of digital communication, the 240-year-old company continues to enjoy worldwide success thanks to its innovative concepts.

[+ www.fabercastell.com](http://www.fabercastell.com)

Bavaria and its regions

WHERE IDEAS BLOSSOM

Creativity reigns supreme in Upper Bavaria, Allgäu/Bavarian Swabia, Eastern Bavaria and Franconia. Four Bavarian ambassadors from city and countryside show how they are inspired by the traditions of their homeland



UPPER BAVARIA

Abstract costume

Upper Bavaria is a region of high mountains, splendid costumes and “Schuhplattler” dancing. It carries a sense of homeland that painter Thomas Neumann delights in recreating on canvas in abstract form.

With its Alps and vibrant cities, Upper Bavaria is especially diverse. Ancient customs are brought to life and reinterpreted here. The Munich-based artist Thomas Neumann loves to paint regional costumes and Schuhplattler dancers, mountains and cows. However, there are no kitsch clichés here: his subjects are always slightly distorted. He creates abstract images, prefers blurred shapes and deliberately omits faces. In so doing, he paints the portrait of a young Bavaria, which holds fast to its cultural roots with an easy-going air of self-confidence. Much as he does himself.

ALLGÄU/BAVARIAN SWABIA

With Alpine feeling

Green, picturesque, and in the south of the Allgäu Alps – this is the region of Allgäu/Bavarian Swabia. With a natural environment that acts as a source of energy and inspiration, potter Sophie Mische constantly draws on that in her work.

Lush mountains, remote moorland, clear mountain lakes and picturesque towns – all this and more can be found in the holiday region in the southwest of Bavaria. It is a region that typifies what Sophie Mische calls “S’ Alpgfihl” – the Alpine feeling. The phrase encapsulates what she feels as she walks through the natural landscape, which in turn provides inspiration for her pottery. The annual Allgäu cattle drive known as the Viehscheid gave her the idea for a cow bell lamp: a ceramic lampshade fastened to the leather strap of a cow bell. Roots and antlers also serve as the basis for her creations, which she sells in her shop. Yes, indeed: this is “S’ Alpgfihl”.





EASTERN BAVARIA

Delicate beauty

Between Landshut and Waldsassen and through to the Bavarian Forest, Eastern Bavaria revels in magnificent scenery, spas and tradition. And glass artists like Magdalena Paukner.

At 6,000 square kilometres, the Bavarian Forest is the largest wooded area in Central Europe. Glass craftsmanship has a long tradition here. A tradition that is carried on and given new life to by Magdalena Paukner. Inspired by the nature of her homeland, this glass artist fashions berries, leaves and flowers to create imaginative ornaments. In vases, she allows the structure of moss or beetles to shine through. Her biggest work? Man-sized horsetails made of green glass, the “Urkräuter”. They can be seen in the Glass Garden in Frauenau, a sculpture park full of delicate beauty.



Magdalena Paukner
shapes liquid glass
into a vase

Andreas Hemmeter
with his beer bench
backrest “Mei Leni”



FRANCONIA

A heart for parish fair guests

Breweries and vineyards, folk festivals and parish fairs: Franconia is all about having fun! No wonder that Andreas Hemmeter invented his portable beer bench backrest here.

Brilliant inventions are characterised by the fact that it is no longer possible to imagine how we managed without them. This is the case with “Mei Leni”, the portable beer bench backrest by Andreas Hemmeter of Weißenburg. Thanks to the young toolmaker, nobody will ever again need to strain their back by perching on a backless beer bench. “Mei Leni”, crafted from limed spruce, is the perfect invention for enjoying the Franconian way of life, as this region offers a wealth of folk festivals and other lively gatherings. Of course, it is also home to charming half-timbered towns and villages, castles and palaces, numerous lakes and rivers for active tours and ten nature reserves.

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traditionally different



Regensburg is
ancient and beautiful.
And I just make it
a little bit lovelier.

Andre Maier, artist

Colourful Bavaria: young creatives stir up traditions

The artist Andre Maier loves Regensburg. So much so that his aim is simply to freshen up this ancient city, with Mural Art, which mixes fantasy and Jugendstil. Andre is one of the many young Bavarian creatives who are connected to their home region with love and passion and are inspired by tradition and customs to create something new. Want to read more stories about creative Bavaria? bavaria.travel