

# Press Release

## Preserving Bavaria: Local Sustainability Efforts

Bavaria's countryside offers a great variety of unspoiled beautiful landscapes and spectacular sceneries that deserve undivided care and attention. To preserve such natural beauty, Bavaria's locals seek to protect and sustain its precious environment.

**New York & Munich (BayTM, May 17, 2021)** - A healthy environment is an important factor in maintaining a high quality of life in Bavaria. It's the stunning landscapes and ancient traditions that define the Bavarian way of life for many of its people locally and internationally. Locals and visitors alike can protect the nature and the local cultures so everyone can have the opportunity to experience the unique moments and magnificent traditions Bavaria has to offer. One of the most significant ways to achieve this goal is through the sustainable use of natural resources. Already, several native Bavarians are working hard to conserve Bavaria's natural heritage and old traditions in this way. They have made it their responsibility to ensure a prosperous future for generations to come.

### **Uli Brandl: 's handwerk**

In the 's handwerk restaurant in Sonthofen in southern Bavaria, Bavarian tradition meets the craft food trend. For founder Uli Brandl, cooking is a form of handicraft. He creates dishes that are both unusual and creative. Yet, it's not just the exceptional menu that guests love about this restaurant. His guests come because of Uli Brandl's special producer concept. "People are increasingly interested in where their food comes from and who the people behind it are", says Brandl. This concept means his suppliers produce their food according to strict criteria, and feed and keep their animals in an organic system with high welfare standards. The products such as meat, fish, vegetables, bakery goods, honey, cheese and even the ice all come from small businesses around the Sonthofen area. In addition, Uli Brandl is personally involved in checking production conditions at all the businesses. He even hosts special tasting events with some of his suppliers to share with his guests this sustainable approach.

Full story: <https://bavaria.travel/insiders/uli-brandl-craft-food-restaurant/?seed=1649084999176>

### **Thomas Schenk: Ethical Wine**

In his family business, young winemaker Thomas Schenk does not just want to just make really good wine, he wants to do so as responsibly and sustainably as possible. “Vines have been growing on the slopes around Randersacker for 1,250 years”, says the young winemaker. “I definitely don’t want to be the last person to make a living from making wine. So I have to work out how we can produce wine sustainably. How winemaking can continue to thrive in the future. It’s not just about the environment, but also about our families and our village communities.” With this strong philosophy, Schenk belongs to the special “Ethos” group of young winemakers in his region, where they all work together and aim to use their land as an entire ecosystem with a biodiversity that must be preserved. The group’s code of ethics also supports fair wages for vineyard workers and encourages winegrowers to play an active role in the community.

Full story: <https://bavaria.travel/insiders/thomas-schenk-winery/?seed=1649085055756>

### **Veronika Wurm: Moor Soap**

Veronika Wurm values the Bavarian moors and the cultural landscape around Saulgrub, near Garmisch-Partenkirchen. She makes moor soap out of the moor which is said to have natural healing properties. This earthy, almost black piece of soap smells of aromatic mountain pines, a scent that is reminiscent of native forests and moorland. This region is home to the Altenauer Moor with its wonderful wild flowers and peaty pools, a natural landscape dating back to thousands of years. Today, locals manage the fragile biotope to preserve the habitat of its many rare plants and animals. With this moor, Veronika Wurm creates her natural soaps by hand using one hundred percent natural ingredients. She produces the soap using the old tradition of cold process soapmaking as this preserves all the ingredients.

Full story: <https://bavaria.travel/insiders/veronika-wurm-moor-soap/?seed=1649085111272>

### **Thomas Gstettenbauer: Mobile Cabin “The Hyt”**

Thomas Gstettenbauer, located at the foothills of the Bavarian Forest and owner of a local farm, takes his guests to experience Bavaria in the most special and natural way by combining nature, forest and the proximity of the animals. The idea of extending his farm and potentially damaging this impressive landscape was out of the question for him, so he came up with a solution- the concept of “The Hyt”, a mobile cabin. “We can rent “The Hyt” out to our guests and if it’s not needed we can simply put it away”, explains Thomas Gstettenbauer. “That way we don’t put any strain on Mother Nature.” Guests are welcome to station the cabin in any carefully selected site. In his farm, he also offers a restaurant with exquisite dishes made from home-reared animals, enhanced with regional wild herbs such as lovage, pimpernel and stinging nettles.

Full story: <https://bavaria.travel/insiders/thomas-gstettenbauer-wildberghof-buchet/?seed=1649085134915>

Images for download [here](#).

### **About BAVARIA TOURISM**

BAVARIA TOURISM (BayTM) is the official marketing company for the Bavarian tourism and leisure industry. Under the umbrella brand Bayern®, the company offers the entire range of tourism services in the Free State of Bavaria. All marketing activities run under the umbrella brand claim “Bavaria – traditionally different”.

With over 40 million guests and 100.9 million overnight stays in the year 2019, Bavaria was able to reinforce its leading position as the number one travel destination in Germany. More information about the variety of destinations in Bavaria and about BAVARIA TOURISM can be found at: [www.bavaria.travel](http://www.bavaria.travel).

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