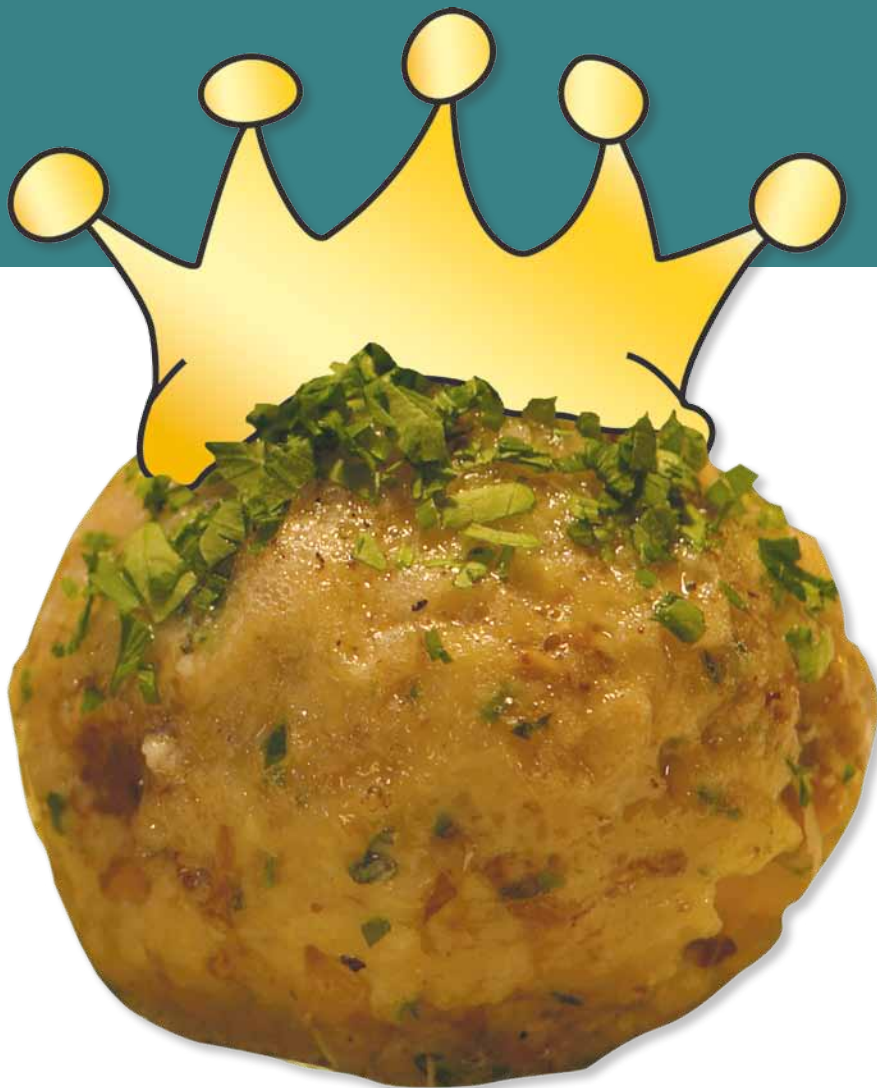


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LIKE

KNÖDEL



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## tradition

The Tyrolean Knödel-Dumpling has been a staple for 3000 years. Some varieties are typical, world-renowned, others are regional specialties, but all are as diverse and variable as noodles or pizza. Once eaten just as a side of the daily meal and at dinner, in soups or fried or in salad, they more than round off a meal. They are after all **the symbol** of Tyrolean cuisine. The Knödel-Dumpling preserves tradition, establishes identity, and simply put is **home!**



## the situation

In general, the home of today's culinary culture extends just beyond the pizzeria around the corner. Constant time pressure at work and the changing emphasis placed on one's free time has resulted in taking little or no time for meals. And when you take the time - then the collective media cult the event hungry society out for a good time „subito“ immediately directs you to the globalized **fast food world**.

But even this world is turning back to traditional cuisine. As such the French 'baguette', the German 'currywurst', the British 'fish'n chips', the American 'burger', the Italian 'pizza al taglio' and recently Japanese 'sushi' are contemporary forms of national culinary culture. But in all of this where does one find Tyrolean cuisine? Where is the Knödel-Dumpling?

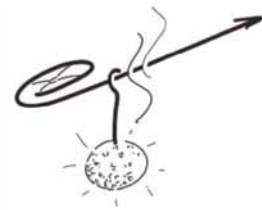


## The Vision

I too enjoy being the guest of multicultural eateries,  
and fascinated by the mixture of pleasure, experience  
and speed.

Sitting at the bar, hypnotized by the colorful flatware  
and artfully decorated plates, with a wide selection of  
different steaming Knödel-Dumplings...

**I am experiencing the modern restaurant for a tradi-  
tional dish.**



## The Location

Nearby to schools, offices or centers of tourism, a studio with a strong presence, large window surfaces, easy access.

Ideal: a narrow rectangular floor plan. In the center a free standing oval bar, with seating on both sides. Fitting wines and beverages are recommended for the respective Knödel-Dumpling. The differentiated interpretation of this 'context' allows for a wide spectrum of possible real estate.



## The Product

Knödel-Dumplings naturally - and only them!

They are prepared all around the globe, and in all variations. We are reinventing them, and we are giving them a trendy touch. But the most important thing is:

**KNÖDEL-DUMPLINGS ARE LIGHT AND GOOD!**

Simply put a sure thing. For all of you who would like to know what you are eating.

You don't need anything else; they offer such a large variety of ingredients, whether it be meat, fish, vegetarian, or as dessert. Hearty, spicy or sinfully sweet.

For all this variety the **basic dough** is (almost) always identical. They are easy to prepare and can be stored ready-made for longer periods. The large variety can be expanded with new creative compositions, leaving room for untold creations!

Knödel-Dumplings are 'in', you don't need anything else...

### *The Classic*

Bacon  
Spinach  
Cheese  
Ham  
Black Polenta



### *The Vegetarians*

Red Beets  
Tomatoes  
Asparagus  
Nettle  
Chanterelle



### *The Novelties*

Gamberetti-Shrimp  
Salmon  
Turkey  
Gorgonzola  
Herbs



### *The Exclusive Ones*

Game  
Truffles  
Caviar  
Lobster  
Roquefort



### *The Sweet Ones*

Apricots  
Damask Plums  
Curd Cheese  
Poppy  
Nougat



They are all 60-70 mm in size and weigh between 70 g and 80 g, They are prepared in advance, cooked to perfection in a convectomat and placed with the fitting Jus on small plates. By means of a special 'Knödelpicker' utensil made out of wood they are cut into pieces, dunked and enjoyed. The shelf life of the vacuum packaged Knödel-Dumpling is at least 21 days. Our products are made in the Alps. All Natural is our credo!

## The Guest

He is well acquainted with New York and Rome -  
lives however in Vienna or Bozen.

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He listens to Madonna and Ramazotti -  
but also to Sinatra and Pavarotti.

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He admires Chevys and Maserati -  
but rides a Bike or drives an Audi.

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He eats hamburger and pizza -  
but he loves Knödel-Dumplings.

---

...and he doesn't have a lot of time -  
but a sense for modernity and tradition.



## The Consumer

He has the good fortune that he lives in an intact family, must however plan his daily schedule well. His daily shopping should not take up a lot of time, and he wants to provide his family with healthy nutrition, and what he offers should be discerning ...

The different Knödel-Dumplings are always within reach in the freezer, prepared quickly and are healthy. We guarantee that our products are made with ingredients, which do not include gene manipulated grains or species inappropriate husbandry.

This product from the South Tyrolian mountains cannot be anything but healthy, because:

### Ingredients:

Bread made from type 00 flour,  
 Eggs from happy husbandry,  
 Milk from the mountains of South Tyrol,  
 Bacon from local farmers,  
 different vegetables, herbs and ingredients from local suppliers and farmers...

## Enjoy like a King...



*Red Beets with Gorgonzola*



*Green Asparagus with dried tomatoes*



*Shrimp and Tomato Concasse*



*Zucchini*



*Eggplant and Buffalo Cheese on Basil Sauce*



*Buckwheat with Chives*



*Vegetables with Sage Butter and Parmesan*



*Black Truffles*



*Chanterlle*



*Cherry Knödel-Dumplings*

## The City

Presently the following locations are conceivable in the region based on their potential consumer composition :

Grafikschule Bozen (BIC)  
'Kaiserkrone' Bozen (Subito)  
Athesia-Museumstrasse, Bozen (Ötzi)  
Messe Bozen (Hyatt)  
University of Brixen



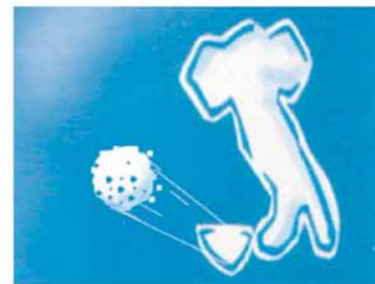
'Canederli' are very popular further south - one can look back and rave about the last vacation in the 'mountains', particularly in Northern Italy:

Trent  
Verona  
Turin  
Bologna  
Milan  
Florence  
Rome



Then the Knödel-Dumplings will cross the Alps and open embassies in:

Vienna  
Munich  
Stuttgart  
Frankfurt  
Cologne  
Hamburg  
Berlin  
.....



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ALTO ADIGE · SÜDTIROL · ITALY

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