

Tasting a typical, delicious pear cider from the Mostviertel:

The liquid shines bright gold to amber in the glass. Its herbal aromas are reminiscent of a freshly mown meadow. Refreshing notes of lemon balm and lively grapefruit with a hint of violets and light flavours of honey dance playfully on the palate. Tart notes of tannin and fine acidity make for an elegant structure and a long finish.

Where in the world is pear juice still fermented?

What do the ciders and pear wines taste like there?

And what is its local name?

How does pear cider differ from apple cider?

Answers to these and many further questions of interest to connoisseurs will be supplied by some twenty domestic and international producers at the Third Annual MostSalon. Artisanal producers will be offering regional delicacies for sampling and for sale – and youngsters can taste unfermented juices in the children's lounge.

The pear cider producers of the Mostviertel, the Moststrasse regional tourist bureau LEADER, the ARGE Streuobst and the Mostviertel Tourist Office GmbH are pleased to welcome you to the **International Conference on Open Meadow Fruitgrowing and The MostSalon**

Fee for MostSalon exhibitors 120 €
(incl. VAT)

The fee will be waived for exhibitors who are participating in the International Conference on Open Meadow Fruitgrowing.

Entrance fee for visitors is 15 € per person, will be waived as well for those attending the fruitgrowing conference.



Mostviertel

Salon des Mostes

So, 23. August 2015
11 – 18 Uhr
MostBirnhäus,
Ardagger Stift



Mostviertel

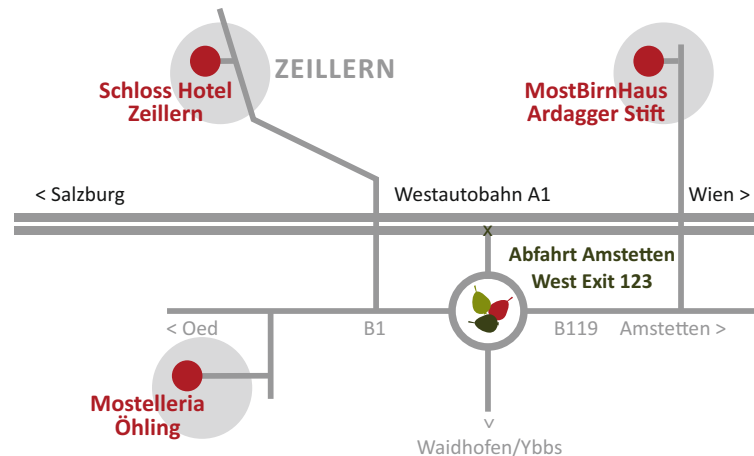
BIRNEN LEBEN

21-22 August 2015
International Conference on
Open Meadow Fruitgrowing

23 August 2015
The MostSalon

Amstetten | Austria

Directions to the events:



Thursday 20 August

Schloss Hotel Zeillern
(www.schloss-zeillern.at, Schloss-Strasse 1, 3311 Zeillern)

- 18.00 **A Summer Night in the Mostviertel**
Pamper your palate and get in tune for the conference with pear & apple ciders, prize-winning noble spirits and grill specialties from the Moststrasse – offering culinary excellence and a collegial exchange of ideas in a relaxed atmosphere.



Friday 21 August

from 08.00 Meet at Schloss Zeillern

- 08.30 Bus transfer from Schloss Zeillern to the Mostelleria
Mostelleria
(www.mostelleria.at, Öhling 35, 3362 Öhling)

- 09.00 **Seminar I: Product Development – from the Concept to the Region's Marquee Product**

What is the flavour of 'origin'? – our desire for authenticity
Dorli Muhr, WINE&PARTNERS

Do's and don'ts – product development in fruit processing
Dr Manfred Gössinger, Federal College of Viticulture, Oenology & Fruit, Klosterneuburg

Gourmet Pear Cider, the current product innovations of the Mostbarone
Toni Distelberger, the Distelberger Estate, Mostbaron

Discussion period with the speakers

- 11.30 **Lasecco Reception and Greetings**
Michaela Hinterholzer, mayor of Oed-Oehling, state legislator, head for the Moststrasse region at tourist bureau LEADER
Katharina Varadi-Dianat DI, speaker for ARGE Streuobst Austria

- 12.00 **Voyage of Discovery in the Mostelleria**
Cellar tour and tasting

13.00 Bus transfer from the Mostelleria to the MostBirnHaus

MostBirnHaus
(www.mostbirnhaus.at, Stift 14, 3321 Ardagger Stift)

- 13.30 **Luncheon God'ntag/g'Day! in the MostBirnHaus**

- 14.30 **Exhibition Viewing in the MostBirnHaus**
Interactive multimedia visit to the 'world of the pear'



- 15.30 **Seminar II: Cultural Landscape and Regional Identity in Tourism and Regional Development**

The advantages of provenance – open meadow fruit in regional development

Christian Haberhauer, MaR, GM LEADER, Region Moststrasse

All about the pear – development of tourism in the Mostviertel

Andreas Purt, MA, GM Mostviertel Tourism GmbH

The Mostbarone – ambassadors of pear-cider culture
Johannes Zarl, the Lieghof Estate, Head of the Mostbarone

Discussion period with the speakers

17.30 Bus transfer from the MostBirnHaus to Schloss Zeillern

18.20 Bus transfer from Schloss Zeillern to the Heurigen

- 18.30 **Heurigen visit in the Mostg'wölb**
(www.mostgwoelb.at, Oberzeillern 126, 3311 Zeillern)
Gourmet specialties at this pleasant, leading pear-cider tavern

Afterwards, a walk by torchlight to the Schloss Hotel Zeillern (ca. 25 min. 2 kilometres, transportation is available)

Saturday 22 August

Schloss Hotel Zeillern
(www.schloss-zeillern.at, Schloss-Strasse 1, 3311 Zeillern)

- 08.30 **Seminar III: Regional Development, Architecture and Cultural Landscape: Contradiction or Symbiosis?**

Basic principles and examples of regional development
Elisabeth Stix, MMag

ÖROK, (Austrian Development Planning Conference)

Perspectives for the village ensemble
Konrad Hitthaler, DI Architect

The architecture of pear cider
Christoph Abel, DI Architect

Discussion period with the speakers

Interval/break

- 11.00 **Seminar IV: Diseases of the Pear – Focus: Pear Decline**

The diseases of the pear
Ulrike Persen, DI,
Austrian Agency for Health and Nutritional Safety

Pear Decline: an introduction
Dr Wolfgang Jarausch,
Rheinland-Pfalz AgroScience, AIPlanta Institute

Pear Decline and its transmission by insects
Dr Barbara Jarausch,
Rheinland-Pfalz AgroScience, AIPlanta/Fruit Crop Diseases

Combating Pear Decline with the help of resistant stocks?

Dr Wolfgang Jarausch,
Rheinland-Pfalz AgroScience, AIPlanta Institute

The current state of Pear Decline research in Austria
Dr Monika Riedler-Bauer, DI, Federal College of Viticulture, Oenology & Fruit, Klosterneuburg

Discussion period with the speakers

- 14.30 **A pleasant and convivial wrap-up at Landhaus Stift Ardagger**
(www.landhaus-stift-ardagger.at, Stift 3, 3321 Ardagger Stift)
Official end of the conference

Exhibitors will have the opportunity to set up for The MostSalon. We recommend that all conference participants spend the afternoon in our region – our team is happy and ready to advise you..

Please register at:

www.moststrasse.at



Fee for the conference, 140€ per person
(incl VAT)

Included are:

- Transfers between the three meeting sites
- All seminars, including programme booklet
- Entrance to the Voyage of Discovery in the Mostelleria, including tasting samples
A visit to the exhibition in the MostBirnHaus, including tasting samples
- 2 luncheons: God'nTag/g'Day in the MostBirnHaus, including two beverages, 3-course menu in gourmet restaurant Landhaus Stift Ardagger
- Visit to a Heurigen with a buffet of regional specialties, including one beverage
- Lasecco Reception
- Snacks and catering during the breaks
- Participation at The MostSalon free of charge
- Vegetarian meals available as an alternative upon request

Earlybird Special
119 €
Register by 30 April 2015!